

2006 ATLANTA REGIONAL COMMISSION 1-87-RIDEFIND PLACEMENT SURVEY FINDINGS

TECHNICAL REPORT

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EXECUTIVE SUMMARY

INTRODUCTION

This report presents the results of a telephone survey of 1,600 randomly selected commuters who participated in the Atlanta Regional Commission's 1-87-RIDEFIND Rideshare Program, a regional support program of the Atlanta Transportation Demand Management (TDM) Program. The commuters surveyed are registered in the rideshare database and either received information on ridesharing, such as a list of people they could call as potential carpool partners, or information about the Guaranteed Ride Home (GRH) program.

This report estimates travel and air quality emission reductions resulting from commute travel changes made by rideshare database registrants who entered the database or received assistance from 1-87-RIDEFIND during the 2006 evaluation period (January 1, 2005 – December 31, 2005). The primary purpose of the survey is to estimate the percentage of database registrants who shift to commute alternatives, increase use of commute alternatives, or retain use of commute alternatives during the evaluation period. The sample of 1,600 represents a margin of error +/- 2.4% at a confidence level of 95%.

The survey is part of a broad evaluation effort led by the Georgia Department of Transportation (GDOT), in cooperation with the Federal Highway Administration, to evaluate the effectiveness of TDM programs that receive Congestion and Air Quality Mitigation Improvement (CMAQ) funds. The Center for Transportation and the Environment (CTE), on behalf of GDOT, conducted the baseline assessment, or first survey of this kind for 1-87-RIDEFIND, in October 2002. A second survey was conducted in the fall of 2004. This third survey was conducted between April and August of 2006. The report provides noteworthy comparisons of results from the three evaluation years.

KEY SURVEY FINDINGS

1-87-RIDEFIND Overview

The commuter services provided by 1-87-RIDEFIND have changed considerably since the first independent evaluation conducted by CTE in October 2002. For example, shortly after CTE conducted the 2002 evaluation, several Employer Service Organizations (ESOs) began providing more extensive phone and email follow-up contact with rideshare registrants who received a list of potential rideshare partners (matchlist). Likewise, in an effort to assist commuters for whom no matches were available when they first registered and to offer names of additional potential rideshare partners to all commuters in the database, 1-87-RIDEFIND began conducting annual re-matching in 2004.

In addition, several ESOs began offering GRH services to all commuters using commute alternatives in their service area in 2005. In the past, these services were only offered if worksite administrators were identified. As a result of this change in administration of GRH, more commuters in these ESOs areas now have GRH available to them. Several new regional incentive programs have also become available over the past several years. ESOs encourage commuters participating in these programs to take advantage of 1-87-RIDEFIND services, and, consequently, the database now includes a large number of commuters registered in programs such as Cash for Commuters and Commuter Rewards.

The data presented in this report reveal the effects these changes are having on the mix of registrants in the 1-87-RIDEFIND database and on the results for performance measures used to assess 1-87-RIDEFIND effectiveness. The effects are seen with the sizeable increase in database registrants classified as retained users of commute alternatives and also the large share of existing users of commute

alternatives entering the database for GRH services only. The following pages highlight these findings and the implications they may have on the overall performance of 1-87-RIDEFIND.

Travel and Air Quality Emission Reductions

The travel and air quality emission reductions achieved by rideshare database registrants during the 2006 evaluation period are summarized below.

Commuter Placement Rates and Placements - A key measure of effectiveness of the rideshare program is “placement rate.” Two placement rates, *new* and *retained*, are assessed through the survey data. The new placement rate equals the percentage of commuters who shift to new alternative modes or increase their use of alternative modes. For the 2006 evaluation period, the *new* placement rate was 26.0%. The retained placement rate equals the percentage of commuters who were using alternative modes at the time of the survey but who said they started using these modes before the 2006 evaluation period. For 2006, the *retained* placement rate was 33.0%.

The placement rates derived from the survey sample can be applied to the total rideshare database population to estimate the total number of registered commuters who would have been new or retained placements. At the close of 2005, the rideshare database included 31,350 participants. This number of participants, when multiplied by the two placements rates, estimates the total number of commuters placed in alternative modes. These calculations result in an estimate of 18,498 commuter placements in 2005.

The number of commuter placements has grown since 2002, due both to the growth in placement rates and growth in the number of commuters registered in the database. The 2006 new placement rate of 26.0% was higher than the 2002 rate (22.5%) but approximately the same as the 2004 rate (26.8%). However, the retained placement rate increased substantially from 17.7% in 2002 and 18.9% in 2004 to the 33.0% measured in 2006. The number of commuters registered in the database also increased, from 28,123 in 2002 to 29,389 in 2004 to the 2006 total of 40,704. Overall, the number of commuter placements grew, from 11,193 in 2002 to 13,460 in 2004, and in 2006, there were 24,016 placements (115% growth over 2002 and a 78% growth over 2004).

Vehicle Trips and VMT Reduced - A second measure of effectiveness is “vehicle trips reduced.” The number of vehicle trips reduced is measured by multiplying the number of commuters placed in an alternative mode by a vehicle trip reduction (VTR) factor, which is equal to the average number of daily vehicle trips commuters reduce through shifts to alternative modes. The VTR factor accounts for all types of shifts, including those from one alternative mode to another, and for both full-time and part-time use of alternative modes.

Multiplying the VTR factors by the number of commuter placements resulted in a total reduction of approximately 25,150 vehicle trips per day in 2006, about a 130% increase in the daily vehicle trips reduced from the 2004 reduction of 10,870 vehicle trips per day. Over the course of a full year, the 2006 daily trip reduction equaled 6,288,250 vehicle trips reduced.

The third measure of travel effectiveness is vehicle miles traveled (VMT). The number of VMT reduced was calculated by multiplying the number of vehicle trips reduced by the average commute distance for commuter placements. This calculation resulted in a reduction of approximately 687,532 vehicle miles per day in 2006, compared to 292,600 daily VMT reduced in 2004 and 204,365 in 2002. The 2006 daily VMT, when aggregated over a year, equals about 171,883,000 vehicle miles reduced.

Emissions Reduced - Finally, the analysis calculates the emission benefits, defined as tons of pollutants reduced, generated by database registrants' use of alternative modes. Emission reduction is calculated by multiplying regional emission factors¹ by the number of daily vehicle miles reduced. Reducing emissions of oxides of nitrogen (NO_x) and volatile organic compounds (VOC) is of particular concern in the region as these pollutants are the primary components in the formation of ground-level ozone. On a daily basis, the commuters placed in alternative modes reduced 0.49 tons of NO_x daily and 0.60 tons of VOC in 2006, or a total of 1.09 tons of pollutants. Over the course of a year, the 2006 daily reductions equaled more than 270 tons.

Commute Travel Patterns

- At the time of the survey, about half (47.9%) of the weekly commute trips made by survey respondents were drive alone trips. The drive alone percentage dropped significantly compared to 2004 (66.4%) and 2002 (75.3%).
- Conversely, the percentage of weekly commute trips made in carpools increased from 11.2% in 2002 to 16.6% in 2004 and 17.9% in 2006. The percentage of registrants using vanpools showed an even greater increase between 2002 and 2006, increasing from 3.4% to 4.3% to 13.5%, respectively.
- The percentage of weekly commute trips made by transit also increased. Bus trips increased from 2.8% in 2002 and 4.9% in 2004 to 9.9% in 2006. Train trips, which declined between 2002 and 2004, increased significantly to 10.7% in 2006 (up from 4.1% in 2002 and 3.8% in 2004).
- The average carpool is made up of 2.3 people and the average vanpool is made up of 10.2 people.
- Nearly two-thirds (62.6%) of the respondents travel more than 20 miles to work, one-way. The average one-way commute distance is 26.4 miles. These results are similar to those from the previous surveys.

Commute Changes

- About 19% of database registrants who made a new commute change *continued* the change throughout the evaluation period, while 7.0% said the change was only temporary. These two percentages—a *continued* new placement rate of 19.0% and temporary new placement rate of 7.0%—represent the overall 2006 new placement rate of 26% for the database. In addition, the share of continued new placements was substantially higher in 2006 than in 2004, when only 9.7% of new placements *continued* the change.
- About 10.5% of database registrants made a carpool-related *new* commute change. This was a slight decrease from 2004 and 2002 when 12.9% and 11.2% of database registrants made *new* carpool-related changes. Another 8.5% of database registrants made a *new* transit or non-motorized related change, which is slightly less than in 2004 (9.7%) but slightly more than 2002 (7.9%). The only substantial increases were vanpool-related; 7.0% of database registrants made *new* vanpool-related changes in 2006, compared to 4.2% in 2004 and 3.4% in 2002.
- As mentioned previously, 33.0% of database registrants were using a commute alternative before the 2006 evaluation period began and did not make any travel changes during the evaluation period (retained placement rate). Transit/non-motorized modes made up the largest percentage (17.9%) of retained placements, a substantial increase from 2004 and 2002 when about 6.7% and 8.4% of database registrants were classified as retained transit/non-motorized placements. Another 11.6%

¹ Emission factors are provided by the Georgia Department of Natural Resources, Georgia Environmental Protection Division

were retained carpool placements (compared to 10.8% in 2004 and 7.5% in 2002) and another 3.5% were retained vanpool placements (compared to 1.5% in 2004 and 1.4% in 2002).

Use of Ridematch Information

- Half (50%) of the respondents remembered receiving a matchlist with one or more names. An additional 20% of respondents said they received a letter but that the letter did not provide any names. The percentage who said they received a matchlist was about the same in 2006 as in 2004 (52%). These rates represent a modest drop from the percentage reported in 2002 (59%).
- One-third (29.8%) of the respondents who received a matchlist with names tried to call one or more people on the list. These results were comparable to the results for 2004 and 2002, in which 30% and 28% of respondents, respectively, said they called people on the list. In all three evaluations, a conflict in schedule or work hour compatibility was noted as the top reason why respondents did not contact people on the matchlist; in 2006, about three in ten (29.4%) respondents who did not attempt contact cited this reason.
- The majority (82.2%) of respondents who tried to reach a potential rideshare partner succeeded in reaching people named on their matchlist, about the same percentages as 2004 (86%) and 2002 (84%).
- Two-thirds (66%) of respondents who reached a potential rideshare partner said the people they reached were interested in ridesharing. This percentage was about the same as in 2004 (62%) but higher than in 2002 (44%).
- One-quarter (25.5%) of respondents recalled receiving information on GRH, a jump of 82% from 2004. Six percent recalled receipt of vanpool assistance and information, an 11% increase from 2004.

Role of Follow-Up Contact on Commute Changes

- About a quarter (24%) of survey respondents said they recalled receiving a follow-up contact from an ESO to offer additional commute assistance. About two-thirds (67%) said they had not received a follow-up contact and 9% said they did not remember.
- A third (34%) of respondents who received follow-up contact made a change to a new alternative mode, compared to 24% for respondents who said they did not receive a follow-up contact and 23% for respondents who did not recall if they had been contacted. The placement rate appeared to vary by the type of contact: a 43% placement rate for commuters contacted by phone, 35% for commuters contacted by email, and 27% for commuters whose follow-up contact came by postal mail.
- Commuters who received follow-up contact by phone reported a higher level of satisfaction with 1-87-RIDEFIND than did commuters who did not receive a follow-up contact. Commuters who received follow-up also were more likely to report that the follow-up contact was helpful.

Influence of Information and Assistance on Commute Changes

- Cash incentives jumped to the top of the list as the top influence named by rideshare applicants who made a new commute change (33%), compared to 10% in 2004. The jump is likely the result of the large number of Commuter Rewards Incentive Program participants entering the database.

- Of the people who said they started carpooling or vanpooling, 22% said their new carpool or vanpool partners were named on their matchlist. This percentage was similar to 2004, when 18% of respondents said they started ridesharing with someone on their matchlist. Vanpoolers were more likely to note that they used the matchlist to find a rideshare partner; in 2006, 31% of new vanpoolers started vanpooling with someone on the list, while only 16% of carpoolers said they found their partners through the matchlist.

Information or Assistance Provided and Satisfaction with the Information/Assistance

- Almost seven in ten respondents (68.6%) were very satisfied with the information they received from 1-87-RIDEFIND. When asked what features of the service pleased them, the most frequent responses mentioned were that the information they received was useful (38%) and that the information provided them with new commuting ideas (16%).
- About three in ten respondents said they felt no improvement was needed in 1-87-RIDEFIND services. Respondents who felt that improvement was needed suggested the following improvements: more follow-up assistance (8%), more matches/names (7%), and matches that fit travel better (5%).

CONCLUSIONS AND RECOMMENDATIONS

As illustrated in this report, 1-87-RIDEFIND has seen considerable change since the first independent evaluation conducted in October 2002. A more thorough examination of these changes, especially those occurring from the 2004 to 2006 evaluation period, reveals that the composition of database registrants is shifting. Some of the most significant shifts include those related to a higher share of database registrants entering the database as existing users of commute alternatives and continuing in these modes (retained placements). As such, the focus of the Conclusions and Recommendations presented below is on the implications these shifts may be having on database performance and suggestions for how to address them.

Recommendation #1 –Conduct separate evaluations for applicants designated in the database to receive a ridematch and those designated only to participate in Guaranteed Ride Home to more accurately determine placement rates for commuters who do want to shift modes.

The “new placement rate,” that is the percentage of rideshare database applicants who shifted to a new commute alternative or increased their use of commute alternatives during the evaluation period, remained relatively unchanged from the 2004 to the 2006 evaluations; 26.0% in 2006 compared to 26.8% in 2004. However, the “retained placement rate,” the percentage of applicants who were using a commute alternative prior to the 2006 evaluation period and continued using that mode through the 2006 evaluation period, increased substantially from 18.9% to 33.0%.

By definition, retained users did not make a mode change but many, perhaps most, were not seeking to make a change. For this reason, even though no change occurred, their registration should be considered a success. However, this increasingly higher proportion of commuters who do not want to make a change is masking the placement success rate for those who do want to shift modes. Three examples of how this is manifested are provided below.

1. If retained placements are excluded from the base on which placement rate is calculated, the effective *new placement rates* for both 2004 and 2006 would be substantially higher (33.0% in 2004 39.0% in 2006). In addition, the higher proportion of retained placements is masking the

higher share of new commute alternative users who made a continued change during the evaluation period. In fact, the proportion of new registrants making a continued change was higher in 2006 than in 2004 (19% compared to 9.7%), meaning that more of the commuters making a new commute change continued the behavior change.

2. As the share of commuters who enter the database as alternative mode users has increased, the overall drive alone rate for commuters in the database has decreased. In 2006, the percentage of drive alone trips made by registrants at the time of the survey was 47.9%, considerably lower than that observed in 2002 (75.3%). At first glance, one might think the lower drive alone rate means that more applicants are switching to commute alternatives because of the rideshare services they received. But the lower drive alone rate, in reality, is an outcome of the higher proportion of retained placements entering the database as existing users of commute alternatives. Additionally, a comparison of current mode split by new and retained placements shows a 13% drive alone rate for new continued placements and 6.3% drive alone rate for retained placements.
3. Finally, the higher percentage of registrants who have no desire to change modes is also obscuring the rate of actions for respondents who received a matchlist, such as the percentage of applicants who tried to contact people listed on their matchlist. Overall, 30% of database registrants who received matchnames tried to contact someone on their matchlists. A closer examination of this action by new and retained placements shows that a substantial portion of the registrants “not contacting” people named on their matchlist are retained placements (55% of continued new placements tried to contact someone on their matchlist compared to 18% of retained placements). Most retained placements probably were not looking for a rideshare partner and would have no need to contact someone on a matchlist.

Recommendation #2 - Consider redefining the No-Match GRH Only (NMGRH) designation in the database to refer only to GRH. Explore options to coordinate or modify database fields so that a commuter’s participation in various regional incentive programs can be adequately tracked regardless of the database in which a commuter registers.

A sizeable percentage of applicants who were participating in 1-87-RIDEFIND during the 2006 evaluation period entered the database as current users of commute alternatives, rather than drive alone commuters wishing to change to a non-SOV commute mode. Consequently, these commuters were not in search of a rideshare partner and entered the database to receive Guaranteed Ride Home (GRH) services (No-Match GRH Only, or NMGRH). The database result is a substantial increase in the number of applicants designated as NMGRH.

1-87-RIDEFIND has always included commuters who register solely to participate in the GRH program and specifically request that they not be matched with any other commuters. Originally, these applicants included previously established carpoolers and vanpoolers who did not wish to add new riders and transit users who did not need a matchlist for their chosen alternative mode. However, the NMGRH designation also now applies to commuters who register for Commuter Rewards and other incentive programs and who have already formed alternative mode arrangements. The designation has, therefore, evolved to a code that is not limited to GRH. An examination of the impacts of ridematching alone versus ridematching with other programs versus other programs alone was not possible because respondents are not currently classified at this level.

A second issue is that while it is possible some of these applicants made mode changes to be eligible to participate in GRH or Commuter Rewards, if they reported these changes as occurring before registering

in the database, they would not have been counted as new placements, even though GRH or the incentive program had influenced their mode change.

In the 2004 evaluation, these “no-match, GRH only” commuters comprised 17% of “recent” applicants, those who entered the database during the evaluation period. In 2006, they accounted for 31% of applicants. Similar to the retained placements, the increasingly higher proportion of NMGRH registrants is obscuring the true impacts of database applicants desiring to be matched. Again, using the “tried to contact names on matchlist” as an example, 33% of the “match” registrants (database registrants applying for a matchlist) said they contacted or tried to contact names on their matchlists, compared to 14% of the NMGRH registrants (database registrants applying for GRH services only).

Recommendation #3 – Continue follow-up contact after applicants enter the rideshare database, and in particular phone and email contact within two weeks of matchlist receipt. When possible, the follow-up contact should be directed to drive alone commuters first, since their adoption of an alternative commute mode would provide the largest air quality benefit for the region.

The 2006 evaluation also explored the impacts of newly instituted ESO follow-up contact methods. The survey findings suggest that the follow-up measures instituted by the ESOs have a positive impact on placement rate. Commuters who were not using an alternative commute mode and received follow-up contact after entering the rideshare database reported a higher placement rate than those who were not contacted (34% placement rate for those who received follow-up compared to 24% who did not receive follow-up). The method of follow-up also appeared to impact the use of an alternative commute mode and satisfaction with the information received. More personalized contact resulted in a higher percentage of placements (43% placement rate for phone contact, 35% for email, and 27% for postal mail) and higher satisfaction ratings (87% “very satisfied” for phone contact, 80% “very satisfied” for email, and 75% “very satisfied” for letter). In addition, when probed about potential ways to improve the database, several respondents cited more follow-up assistance. If future evaluations continue to track the role of follow-up, it might be helpful to distinguish between the type of follow-up provided to commuters who receive match names and those that receive a match letter with no potential matches. If ESOs provide specific detail regarding the options they generally discuss during follow-up, additional analysis could be undertaken regarding commuter recall and effectiveness of follow-up messages.

Recommendation #4 – Monitor the effects registrants entering the database via the Commuter Rewards Incentive Program, or other regional incentive programs, are having on current database performance. Where appropriate, efforts should focus on ensuring coordination between the two databases. ESOs should be judicious when recommending regional incentive program applicants register in 1-87-RIDEFIND, to ensure that the applicants entering the database are genuinely interested in finding a rideshare partner or receiving GRH services.

The large number of retained and NMGRH placements recorded during the 2006 evaluation period is due, in part, to commuters who were automatically entered into the database when they registered for the Commuter Rewards Incentive Program. These commuters were classified as retained placements because they were already using an alternative mode when they entered the database. Many of the Commuter Rewards Incentive Program participants were automatically registered in the database as active for matching during the 2006 evaluation period. These applicants received a match letter by default, even if they were not seeking a rideshare partner. Through applicant follow-up, 1-87-RIDEFIND and ESOs determined that these applicants were not interested in matchlist services, and, as a result, many of these applicants were reclassified to NMGRH.

In Spring 2006, The Clean Air Campaign removed the automatic default from the Commuter Rewards application. This change should help prevent Commuter Reward participants not interested in ridesharing from receiving a matchlist in the future. The change also allows ESOs more control in deciding which Commuter Reward's applicants should register with the database to help find a ridesharing partner or to receive GRH services.

SECTION 1 OVERVIEW

PURPOSE OF THE REPORT

The purpose of this report is to present the results of a survey of commuters participating in the Atlanta Regional Commission's 1-87-RIDEFIND Program, a regional support program of the Atlanta Transportation Demand Management (TDM) Program. This report is part of a broad evaluation lead by the Georgia Department of Transportation (GDOT), and in cooperation with the Federal Highway Administration, to evaluate the effectiveness of TDM programs receiving Congestion and Air Quality Mitigation Improvement (CMAQ) funds.

The commuters surveyed are registered in the rideshare database and either received information on ridesharing, such as a list of people they could call as potential carpool partners, or information about the Guaranteed Ride Home program. Commuters may also be included in the database as a result of registering for the Commuter Rewards Incentive Program. The survey sample included 1,600 applicants who entered the rideshare database or received assistance from 1-87-RIDEFIND during the 2006 evaluation period (January 1, 2005 – December 31, 2005).

The Center for Transportation and the Environment (CTE), on behalf of GDOT, conducted the baseline assessment, or first survey of this kind, in October 2002. A second survey was conducted in September - October 2004. This is third survey of its type and was conducted April - August 2006. As such, CTE provides noteworthy comparisons between the three evaluation years when possible.

ORGANIZATION OF REPORT

The report is divided into six sections.

- Section 1 – Purpose and organization of the report
- Section 2 – Description of the survey and sampling methodology
- Section 3 – Results of the survey
- Section 4 – Travel and emission reductions
- Section 5 – Conclusions and recommendations

The report also includes appendices with the final survey instrument and the detailed travel and air quality emission reductions calculation spreadsheets.

SECTION 2 DATA COLLECTION

QUESTIONNAIRE DEVELOPMENT

The survey team developed the questionnaire with input from the Atlanta TDM community. CIC Research, Inc. (CIC), the survey administrator, conducted the survey by telephone using a Computer Assisted Telephone Interviewing system (CATI).

SAMPLE PREPARATION

The sample from which survey participants were drawn included active applicants who had applied to 1-87-RIDEFIND for assistance between January 1, 2005 and December 31, 2005. The sample also included commuters who entered the database prior to January 1, 2005 but received additional information or assistance during the evaluation period (January 1, 2005 through December 31, 2005).

1-87-RIDEFIND provided a sample of 3,400 potential respondents to CIC. CIC checked records to ensure there were no duplicates or records without telephone numbers and identified 94 duplicate records. CIC used this sample, together with two supplemental groups of sample points, to complete the survey. Overall, CIC completed a total of 1,600 surveys. Table 1 illustrates the use of the sample points.

TABLE 1: USE OF RIDESHARE DATABASE SAMPLE

Records	Sample Points
Initial Sample Pulled	3,306
Additional Sample Provided	810
Total Sample Used	4,116
Less: Replacement Sample Used	-516
Valid Records Used	3,600
Surveys Completed	1,600
Response Rate	44.4%

The overall response rate for the survey was 44%. CIC used replacement sample when invalid records were identified from the initial sample. Invalid records included the number being a FAX/modem/pager, the number not in service, wrong number, blocked number, and the respondent no longer working with the company.

SURVEY PRE-TEST

CIC completed 50 pre-test surveys on April 26 and 27, 2006. After examination of the results, CIC began interviewing the full sample without questionnaire modification. CIC performed intermediary frequencies to check potential problems in skip patterns and range conformity and to identify any anomalies. This review showed no problems and the interviewing continued.

SURVEY ADMINISTRATION

CIC conducted telephone interviews from their in-house telephone facility in San Diego, California. Individuals in the sample received an introductory letter signed by the 1-87-RIDEFIND Program Director to inform them of the upcoming survey and to encourage participation.

The sample points provided by 1-87-RIDEFIND contained either the work number or the home number or both numbers for each individual. CIC made every effort to contact individuals at their work numbers. They only used home numbers if there was no work number available or attempts to reach the individual at their work number were repeatedly unsuccessful.

CIC made the majority of calls during the week, Monday through Friday 9:00 a.m. – 5:00 p.m. EDT. However, some calls were made as late as 8:45 p.m., as well as on weekends, in an attempt to reach possible respondents at home. In order to make contact with as many of the original sample points provided as possible, CIC interviewers called a sample point up to 10 times prior to replacing it. In addition, CIC interviewers provided a toll-free telephone number to potential respondents, encouraging them to call back to participate in the survey. In total, 516 telephone numbers from the sample base were never reached and were replaced. CIC calculated the average number of dialings per completed survey at 13.1 in 2006, compared to 19.2 in 2004.

The change in the average number of dialings per completed surveys between 2004 and 2006 and the difference in the response rate between the two years (44.4% in 2006 compared to 60.7% in 2004) is attributable to a methodological change. In 2004, no threshold was set for the number of attempts to reach a sample point. The number of attempts was capped at 10 for the 2006 survey. This approach increased the number of valid records used in the sample resulting in a lower response rate, but overall, it made the administration of the survey more efficient.

CIC conducted the survey between April 26, 2006 and August 18, 2006. Survey supervisors randomly monitored calls throughout the survey period. They also oversaw all interviewers, answering questions as needed.

WEIGHTING OF THE DATA

The weighting of the survey data aligns survey results with all database applicants who received information or assistance from 1-87-RIDEFIND during the 2006 evaluation period. The applicants are categorized based on interest in carpooling and/or vanpooling or Guaranteed Ride Home (GRH). Responses recorded as “No” for both carpooling and vanpooling are those who are interested in GRH only. Survey sample data were proportionally weighted by these categories. Table 2 shows the composition of the participation group.

TABLE 2: COMPOSITION OF THE PARTICIPATION GROUP

Carpooling: Yes Vanpooling: Yes	Carpooling: No Vanpooling: Yes	Carpooling: Yes Vanpooling: No	Carpooling: No Vanpooling: No	Total
13,724	442	2,520	10,973	27,659

SECTION 3 SURVEY RESULTS

The survey collected data in the following primary topic areas:

- Current commute modes (mode split, commute distance, work schedules)
- Rideshare characteristics (pool size, rideshare/transit meeting points, distance to meeting point)
- Commute changes (types of commute changes made, placement rates, previous modes, reasons for not continuing with change)
- Use of, influence of, and satisfaction with commute information and assistance
- Demographic characteristics (gender, age, income, ethnic group, and employer size and type)

Unless otherwise indicated, interviewers asked respondents survey questions on an unaided basis (i.e., survey respondents were not given a list of choices when responding to a question). Survey results presented in the tables show respondent percentages and the raw number of respondents (e.g., n=1,600). The sample size of 1,600 represents a margin of error +/- 2.4% in 95 out of 100 cases (95% confidence level). Where possible, results from the survey are compared for sub-groups of survey respondents.

DEMOGRAPHIC PROFILE

Tables 3 through 7 present the distributions of rideshare database applicants for the following demographic characteristics: age, ethnic background, income, employer size, and employer type.

Gender and Age

Respondents were disproportionately female (66.4%). As shown in Table 3, 64.2% of the respondents were between 35 and 54 years old and 77.6% are between 35 and 64 years old.

TABLE 3: AGE GROUP

Age Group	Percentage (n=1,565)
Under 25	2.5%
25 – 34	19.1%
35 – 44	33.5%
45 – 54	30.7%
55 – 64	13.4%
65 or older	0.8%

Ethnic Background

As shown in Table 4, Whites and African-Americans represented the two largest ethnic group categories of survey respondents, 57.5% and 35%, respectively.

TABLE 4: ETHNIC BACKGROUND

Ethnic Group	Percentage (n=1,532)
Hispanic	2.4%
Caucasian	57.5%
African-American	35.0%
Native American	1.0%
Asian	3.7%
Other/Mixed	0.4%

Income

Table 5 provides a breakdown of respondents by household income category. About 85% of respondents had household incomes of \$40,000 or more and more than one-third (40%) had incomes of \$80,000 or more. Slightly more than one-quarter of respondents had household incomes of \$100,000 or more.

TABLE 5: INCOME GROUP

Income	Percentage (n=1,349)
Less than \$20,000	2.0%
\$20,000 – 39,999	12.4%
\$40,000 – 59,999	23.8%
\$60,000 – 79,999	21.7%
\$80,000 – 99,999	14.6%
\$100,000 or more	25.4%

Employer Size

Table 6 presents the distribution of respondents by worksite size. Two-thirds (67.8%) of respondents worked for companies with 251 or more employees and 81.4% worked for companies with more than 100 employees.

TABLE 6: EMPLOYER SIZE

Number of Employees	Percentage (n=1,543)
1-25	7.4%
26-50	5.1%
51-100	6.2%
101-250	13.6%
251-999	21.9%
1,000+	45.9%

Employer Type

Table 7 shows the distribution of respondents by their employer type. Nearly three-quarters of respondents (73.7%) worked for private industry, while nearly 17% worked for a federal, state, or local government agency. One in ten (9.6%) worked for a non-profit organization.

TABLE 7: EMPLOYER TYPE

Type of Employer	Percentage (n=1,578)
Federal government	9.0%
State/local government	7.7%
Private industry	73.7%
Non-profit organization	9.6%

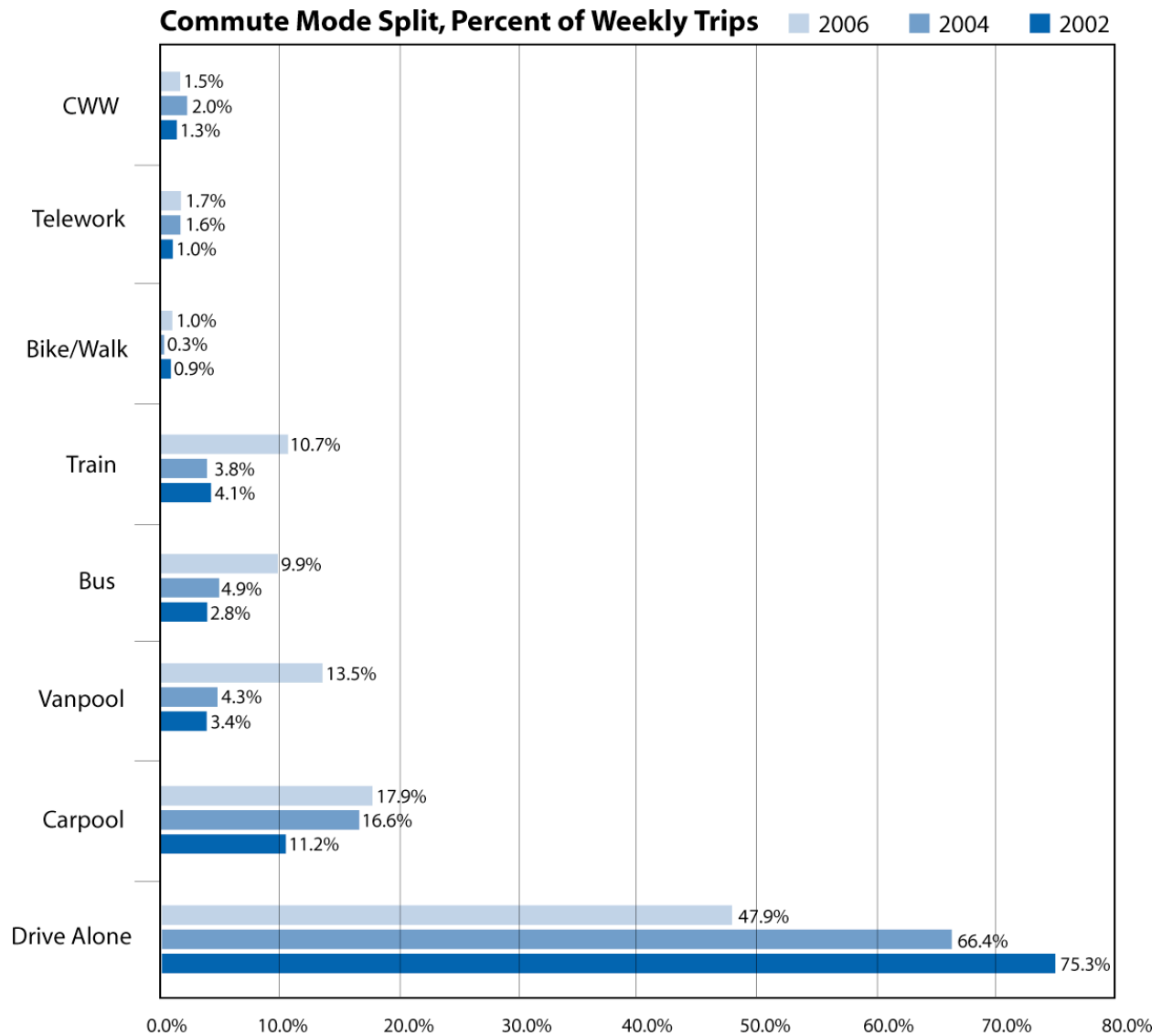
CURRENT COMMUTE MODES

Commute Mode Split by Weekly Trips

All respondents were asked what types of transportation they were using at the time of the survey to get to work and how many days they used each of these modes in a typical week. These data were used to determine the total numbers of commute trips made in a typical week by each mode.

Figure 1 compares the percentage of weekly trips made by survey respondents for each commute mode in 2002, 2004, and 2006. As indicated, just under half (47.9) of respondents' weekly trips were drive alone in 2006, a significant decrease from 66.4% in 2004 and 75.3% in 2002. Conversely, the largest increases in alternative mode use were with vanpooling and transit modes (local bus, commuter express bus, and train/subway). Vanpooling accounted for 13.5% of weekly trips in 2006, an increase from 4.3% in 2004. About 20% of trips were bus (9.9%) or train (10.7%), up from about nine percent in 2004. In addition, the average days per week respondents drove alone decreased from 4.7 days (2002) to 4.4 days (2004) to 3.5 days (2006).

FIGURE 1: COMMUTE MODE SPLIT, PERCENT OF WEEKLY TRIPS



Commute Distance

Table 8 presents the distribution of distance commuters travel to and from work. Commuters in the survey sample had a wide range of commute distances, ranging from less than one mile to 100 miles one-way. Nearly two-thirds (62.6%) of commuters traveled more than 20 miles one-way, and the average one-way commute distance is 26.4 miles.

TABLE 8: ONE-WAY COMMUTE DISTANCE (MILES)

Number of Miles	Percentage (n=1,548)
Less than 6 miles	6.7%
6 to 10 miles	7.7%
11 to 15 miles	9.1%
16 to 20 miles	13.1%
21 to 30 miles	29.1%
31 to 50 miles	28.5%
More than 50 miles	5.0%
Mean distance	26.4 miles

Work Schedules

The majority of respondents said they worked a five-day week (97.1%). Of those who worked full time, almost 11% had non-standard or flexible work hours. Of these respondents:

- 28% worked a 4-40 schedule (forty-hour week in four days)
- 61.0% worked a 9-80 schedule (eighty hours in a nine-day period over two work weeks)
- 7% worked a 3-36 schedule (thirty-six hours in a three day period during a single work week)

RIDESHARE CHARACTERISTICS

Pool Size

The average carpool size was 2.3 people. The average vanpool size was 10.2 riders, including the driver.

Access to Carpools, Vanpools, and Transit

Table 9 presents how alternative mode users traveled to where they meet their rideshare partners or start their transit trip. Almost two-thirds of respondents (64%) drove alone to a rideshare partner's home, central meeting point, bus stop, or train station. Even though these trips tend to be short, an average of just 7.8 miles for respondents, the mileage generated is discounted in the air quality analysis (Section 4 of this report).

TABLE 9: MEANS OF GETTING FROM HOME TO ALTERNATIVE MODE MEETING PLACE

Access Mode to Alternative Mode	Percentage (n=789)
Drive alone to a central location, like park & ride	29.6%
Picked up at home by car/van pool driver	23.2%
Drive alone to bus or train	22.5%
Drive alone to carpool/vanpool partners' home	9.6%
Bicycle/walk	5.3%
Alternate driving alone and being picked up by car/van pool partner	3.8%
Drive alone to passengers' home /driver of carpool/vanpool	2.3%
Drive in another car/van pool, including drop off by household member	2.3%
Take bus or train	1.3%

COMMUTE CHANGES

A primary objective of the survey was to identify the extent and types of commute changes made by applicants who either entered the rideshare database or received assistance from 1-87-RIDEFIND during the 2006 evaluation period. These commute changes would include both permanent and temporary shifts to new commute alternatives as well as increased use of commute alternatives (new placement). In addition, the survey also collected data on applicants who maintained use of an alternative mode they began using prior to the evaluation period (retained placement).

Types of Commute Changes

To estimate placement rates, the survey asked respondents if they made any of a series of possible new commute changes since receiving information from 1-87-RIDEFIND, including: joining or forming a new carpool or vanpool; adding a new rider to a carpool or vanpool; starting to use transit, bicycle, or walking; starting to telework or work a compressed work schedule; or increasing the number of days using alternative modes. In addition, interviewers asked respondents who said they had not made a change if they had tried or used a new alternative mode, even if it was only once or occasionally.

Table 10 summarizes the changes made by survey respondents. Of the 1,600 respondents surveyed, 11.2% joined, created, or tried a new carpool. About one in twenty (5.2%) joined, created, or tried a new vanpool. About eight percent (7.9%) started or tried using transit, bicycling or walking and 3.8% started teleworking. About four percent (4.2%) of respondents who made a change said they either added another rider to an existing carpool or vanpool or increased the number of days they used alternative modes.

TABLE 10: NEW COMMUTE CHANGES MADE IN 2006

Types of Commute Changes	Percentage of all Respondents (n=1,600)
Joined or created a new carpool/tried carpooling	11.2%
Added another person to existing carpool	0.9%
Total carpool	12.1%
Joined or created a new vanpool/tried vanpooling	5.2%
Added another person to existing vanpool	1.8%
Total vanpool	7.0%
Started or tried using transit, bike, or walk	7.9%
Started teleworking or increased number of days teleworking	3.8%
Total transit/non-motorized modes	11.7%
Increased number of days using an alternative mode	1.5%

Placement Rates

A placement rate, when multiplied by the total number of rideshare database registrants, provides an estimate of the total registrants placed in commute alternatives. Tables 11 through 14 provide a breakdown of placement rates by continued and temporary use and new and retained use.

Continued vs. Temporary - Respondents who said they made new commute changes were asked if the change was “continued,” that is, if they had maintained the change until the time of the survey, or “temporary,” meaning they had returned to their previous commute mode by the time of the survey.

The delineation between continued and temporary use is important because temporary changes do not produce the same ongoing travel and air quality emission reductions of continued changes. Temporary change travel and air quality emission reductions are discounted, as described further in Section 4. It is interesting to note, however, that about 30% of the respondents whose changes were classified as “temporary” were still using an alternative mode as their primary mode at the time of the survey and thus were still producing some travel and air quality benefit to the region.

Table 11 and Table 12 present the continued and temporary placement rates. Table 11 presents a comparison between the 2002, 2004, and 2006 surveys. As shown, the continued new placement rate has increased since 2002, while the temporary new placement rate has decreased. This means that the proportion of registrants who continued new mode changes has increased over the past four years and that the proportion of registrants using commute alternatives on only a temporary basis has decreased.

TABLE 11: CONTINUED AND TEMPORARY NEW PLACEMENTS, 2002, 2004 AND 2006 COMPARISON

Continued vs. Temporary Placement Categories	2002 Survey n=1,000	2004 Survey n=1,002	2006 Survey n=1,600
Continued New Placements	9.7%	16.9%	19.0%
Temporary New Placements	12.8%	9.9%	7.0%
Total New Placements	22.5%	26.8%	26.0%

Table 12 presents the 2006 continued and temporary new placements by mode. As shown, carpool placements make up the largest proportion of continued and temporary placements, followed by transit/non-motorized modes. As indicated, the proportion of temporary placements is less than the proportion of continued placements for all modes.

TABLE 12: CONTINUED AND TEMPORARY NEW PLACEMENTS FOR 2006 BY MODE

Continued vs. Temporary Placement Categories	Carpool	Vanpool	Transit/ Non-Motorized
Continued New Placements	7.2%	5.6%	6.2%
Temporary New Placements	3.3%	1.4%	2.3%
Total New Placements	10.5%	7.0%	8.5%

New vs. Retained – Placement rates are also defined in terms of new and retained placements to distinguish the proportion of commuters who shift to alternative modes during the evaluation year from the commuters who maintain, during the evaluation year, a previously adopted alternative mode. The percentage of commuters who shift to alternative modes or increase their use in alternative modes during the evaluation period represents the *new* placement rate. The percentage of commuters who were using alternative modes at the time of the survey but who said they started using these modes before the evaluation period represents the *retained* placement rate.

Table 13 and Table 14 present the new and retained placement rates. Table 13 presents a comparison between the 2002, 2004, and 2006 surveys, while Table 14 presents the new and retained placement rates by mode. As shown in Table 13, the new placement category has remained relatively constant from the 2004 to 2006 evaluation period, while there was a substantial increase in the percentage of retained placements between this same period of time.

The increase in the retained placement between 2004 and 2006 is likely related to commuters coming entering the rideshare database as a result of the Commuter Rewards Incentive Program and to commuters registering for the GRH program. Many of the commuters registering for Commuter Rewards were automatically entered into the rideshare database during the 2006 evaluation period, even if they are already in an alternative mode and are not currently seeking a rideshare partner. The GRH only commuters, designated as “no-match, GRH only or NMGRH”, accounted for 31% of the applicants in 2006, compared to 17% in 2004. Database registrants who register for GRH are typically already in a commute mode and are only seeking GRH services.

TABLE 13: NEW AND RETAINED PLACEMENT RATES, 2002, 2004, AND 2006 COMPARISON

Placement Status	2002 Survey (n=1,000)	2004 Survey (n=1,002)	2006 Survey (n=1,600)
Total New	22.5%	26.8%	26.0%
Total Retained	17.7%	18.9%	33.0%
Total Placements	40.2%	45.8%	59.0%

As shown in Table 14, transit/non-motorized placements make up the largest proportion of overall placements (26.4% of 59.0%), followed by carpool (22.1%). In addition, transit/non-motorized *retained* placements make up the largest placement category on the whole (17.9%).

TABLE 14: NEW AND RETAINED PLACEMENT RATES FOR 2006 BY MODE

Placement Categories	Carpool Placements	Vanpool Placements	Transit/ Non-Motorized Placements	Total All Placements
Total New	10.5%	7.0%	8.5%	26.0%
Total Retained	11.6%	3.5%	17.9%	33.0%
Total Placements	22.1%	10.5%	26.4%	59.0%

It is also interesting to examine commute mode split as the percentage of weekly trips by the continued new and retained mode placement categories. As shown in Table 15, the data reveal substantial differences in the commute mode split between the placement groups, with the retained placement group showing a significantly lower drive alone rate than the new placement group (13% for new continued and 6.3% for retained). Differences in other mode shares also were statistically significant. The vanpool share is significantly higher for new continued placements (27.8% for new and 11.0% for retained), while the transit share is significantly higher among retained placements (18.1% for new and 46.5% for retained).

TABLE 15: COMMUTE MODE SPLIT, PERCENT OF WEEKLY TRIPS, CONTINUED NEW AND RETAINED PLACEMENTS

Commute Mode	Placement Category	
	Continued New (n=287)	Retained (n=499)
Drive Alone	13.0%	6.3%
Carpool	32.3%	32.4%
Vanpool	27.8%	11.0%
Bus/Train	18.1%	46.5%
Walk/Bike	2.5%	0.9%
Telework	4.8%	1.5%
Compressed Work Week	1.4%	1.4%

Previous Modes for Commuters Who Changed Modes

The respondents who made *continued new* commute changes during the evaluation period all shifted to an alternative mode. While most shifted from driving alone, some of the respondents shifted from a different alternative mode, for example, from carpool to transit. Table 16 shows the percentages of respondents who made each of six possible changes. The majority (73%) shifted from driving alone to an alternative mode. The remaining respondents (27%) either shifted from one alternative mode to another or increased the number of days they used an alternative mode.

TABLE 16: MODE SHIFTS BY RESPONDENTS WHO MADE NEW CONTINUED COMMUTE CHANGES

Mode Shifts	Percentage (n=398)
Drive alone to alternative mode shifts	73%
Shift from drive alone to car/van pool	50%
Shift from drive alone to transit, bike, walk, telework, or compressed work week	23%
Alternative mode to alternative mode shifts	27%
Shift from car/vanpool to car/vanpool	14%
Shift from car/vanpool to transit, bike, walk, telework, or compressed work week	4%
Shift from transit to car/vanpool	5%
Shift from transit to transit, bike, walk, telework, or compressed work week	4%

Reasons for Not Continuing with Change

As noted before, some respondents said they made a commute change but the change was only temporary. These changes lasted an average of 22.85 weeks, compared to 17 weeks as reported in 2004 and 10 weeks as reported in 2002. This means that the air quality benefits generated by temporary users, as described in Section 4 of this report, were extended for a longer period of time in 2006.

Respondents who made only temporary changes cited various reasons why they did not continue with the new commute mode. The most prevalent reason was job, worksite or work schedule changes (42.1%), similar to the 2004 survey when 40% of respondents noted this reason. Other reasons cited in 2006 included took too much time (12.3%) and inconvenience (11.0%). Detailed results are shown in Table 17.

TABLE 17: REASONS FOR STOPPING USE OF COMMUTE ALTERNATIVES

Reasons	Percentage (n=111)
Job, worksite, work schedule changes	42.1%
Took too much time	12.3%
Too inconvenient	11.0%
Car became available	7.2%
Weather changed/changes	5.3%
Moved home location	3.7%
Costs too much	3.5%
Change in employer program	3.4%
Bus or rail schedule changes	3.2%
Lost car/van pool partner	3.2%
Need vehicle during/after work	3.1%
Other circumstances	1.8%

*Will add to more than 100% due to multiple responses

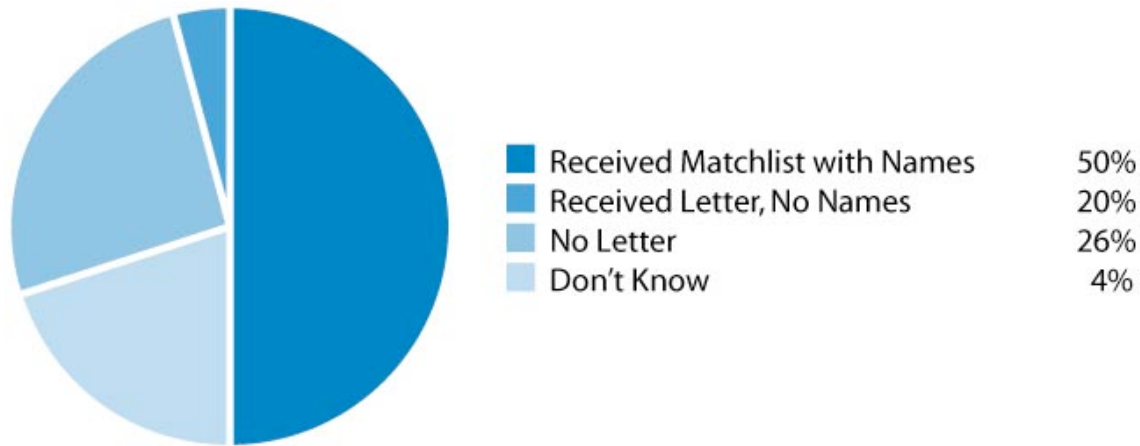
USE OF, INFLUENCE OF, AND SATISFACTION WITH COMMUTE INFORMATION AND ASSISTANCE

The survey also asked respondents about the reasons for using commute alternatives, the use of information or assistance provided, and the influence of the information or assistance.

Matchlist Contacts

All respondents were asked if they had received a matchlist from 1-87-RIDEFIND containing one or more match names. Half (50%) of all respondents remembered receiving a list of names. An additional 20% remembered receiving a letter stating that no matches were available. The rest of the respondents either didn't remember or said they didn't receive a letter. Results are illustrated in Figure 2.

FIGURE 2: MATCHLIST RECEIVED FROM 1-87-RIDEFIND
(n =1,600)



Actions Taken With Matchlists - Table 18 shows actions taken by respondents who received match names, comparing the 2006 survey findings with those from 2002 and 2004.

TABLE 18: ACTIONS TAKEN BY RESPONDENTS WHO RECEIVED A MATCHLIST

Actions Taken by Matchlist Recipients	2002 Survey	2004 Survey	2006 Survey
Contacted names on matchlist (n=581 in 2002; n=530 in 2004; n=788 in 2006)	28%	30%	30%
Reached people on matchlist (n=161 in 2002; n=159 in 2004; n=231 in 2006)	84%	86%	82%
Peopled reached interested in ridesharing (n=59 in 2002; n=135 in 2004; n=190 in 2006)	44%	62%	66%

About one-third (30%) of the respondents who received a matchlist tried to contact one or more of the people on the matchlist. These results were comparable to the results for 2004 and 2002, in which 30% and 28% of respondents, respectively, said they called people on the list. The majority (82%) of respondents who tried to reach a potential rideshare partner succeeded in reaching people named on their matchlist, about the same percentages as in 2004 (86%) and 2002 (84%).

The final row of Table 18 shows that two-thirds (66%) of those who reached a person on the matchlist said the people they reached were interested in forming a carpool or vanpool. This percentage was about the same as in 2004 (62%) but significantly higher than in 2002 (44%). The increase could be due to

increased efforts by ESOs to attract applicants who are truly interested in creating a ridesharing arrangement. Such efforts would make it more likely that a commuter who contacted a person listed on their matchlist would encounter a similarly interested potential rideshare partner.

Taking all of these actions into consideration, about 16% of people who received a matchlist sought and found a commuter interested in ridesharing (about 8% of the total database applicants). These findings are similar to 2004, when about 16% of people who received a matchlist sought and found a commuter interested in ridesharing (about 8% of the total database applicants), but higher than in 2002, when only about 10% of people who received a matchlist sought and found a commuter interested in ridesharing, or about 5% of total survey respondents.

Placement Status by “Contacted Names on Matchlist” Action - A more detailed examination of the 2006 survey data by new and retained placements revealed that a substantial portion of the registrants “not contacting” people named on their matchlist are retained placements, as shown in Table 19. By definition, a retained placement is already in a ridesharing arrangement, and therefore, is not looking for a rideshare partner. As a result, the retained placements are in effect eclipsing the positive actions of continued new placements to contact someone on their matchlist.

TABLE 19: CONTACTED NAMES ON MATCHLIST BY NEW AND RETAINED PLACEMENT STATUS

Contacted Names on Matchlist	Yes	No
New Placements	43.2%	54.9%
Retained Placements	18.3%	80.6%

Similar findings are also illustrated with the “match” verses “no-match GRH only (NMGRH)” database groups. Thirty-three percent (33.1%) of the “match” registrants (database registrants applying for a matchlist) said they contacted or tried to contact names on their matchlists, compared to 14.1% of the NMGRH registrants (database registrants applying for GRH services only).²

Rideshare Arrangements Formed Using Ridematch Lists – Respondents also were asked if the ridesharing arrangements they formed were with people on their matchlist. Of the commuters who said they started carpooling or vanpooling, 22% said their new carpool or vanpool partners were named on their matchlist. This percentage was similar to the 2004 evaluation, when 18% of respondents said they started ridesharing with someone on their matchlist. Vanpoolers were more likely to note that they used the matchlist to find a rideshare partner; in 2006, 31% of new vanpoolers started vanpooling with someone on the list, while only 16% of carpoolers said they found rideshare partners through the matchlist.

Difficulty in Reaching Matchlist Commuters – A small percentage of the respondents said they encountered difficulties in reaching the people on their matchlist. The majority said they left a message and did not receive a call back. Others mentioned that the phone number was not correct or was disconnected.

² Typically NMGRH applicants would not receive a matchlists. However, many of the Commuter Rewards Incentive Program participants were automatically registered in the database as active for matching (“match” group) during the 2006 evaluation period when they should have been designated as NMGRH. These applicants received a match letter by default, even if they were not seeking a rideshare partner. Through applicant follow-up, 1-87-RIDEFIND and ESOs determined that these applicants were not interested in matchlist services, and, as a result, these applicants were reclassified to NMGRH.

Reasons for Not Contacting Matchlist Commuters – More than two-thirds (69%) of respondents said they did not try to contact anyone on their matchlist. Table 20 presents the reasons they cited for not attempting to contact these people. The most common reason was that the respondents’ schedules or work hours were not compatible with those of the people named on the list. About a quarter of respondents said they already had found another rideshare option and two in ten said they decided they didn’t want to carpool.

TABLE 20: REASONS FOR NOT CONTACTING MATCHLIST NAMES

Reasons	Percentage (n=546)
Schedule/work hours not compatible	29%
Found other rideshare option/already ridesharing	24%
Decided I didn’t want to carpool	19%
Addresses not close to home/work	12%
Need/want travel/work hours flexibility	9%
Haven’t gotten around to it	6%
Child care issues	3%
Taking/prefer train/MARTA/walking/vanpool	3%
Moved to new residence	2%
Don’t like to contact strangers	1%
Waiting for someone to contact me/they called me first	<1%
Changed jobs	<1%

*Will add to more than 100% due to multiple responses

In addition, survey respondents who reached people who were not interested in ridesharing were asked about the reasons the people gave for not being interested. Incompatible work schedule or work hours were at the top of the list (50%), followed by respondents who said that the addresses were not close to their home or work (18%). About 12% mentioned they need or want travel/work hour flexibility, another 11% already found a rideshare partner, and 10% cited child care issues.

It is useful to note that applicants could define “compatibility” of work schedules or home or work addresses differently, depending on their perceptions of travel flexibility. Some registrants would consider work arrival and departure times that are within 30 minutes to be “compatible,” while others would consider 15 minutes to be “incompatible.” Similarly, some registrants would be willing to travel outside their direct path to work to pick up a carpool partner, while others would consider this an unacceptable detour.

Influence of Information or Assistance on Permanent and Temporary New Placements

Cash incentives had the greatest influence on survey respondents with nearly one-third (33%) stating various incentive programs influenced their decision to make a change. Nearly one-fifth (17%) of respondents mentioned matchlist, and 16% mentioned vanpool assistance. These and other responses are presented in Table 21.

TABLE 21: INFLUENCE OF COMMUTE INFORMATION AND ASSISTANCE ON RESPONDENTS' DECISION TO USE A COMMUTE ALTERNATIVE

Information and Assistance	Percentage (n= 194)
Cash incentive **	33%
Matchlist	17%
Vanpool assistance	16%
GRH assistance	14%
Telework assistance	6%
Transit pass discount	5%
Transit information	4%
Info on subsidized and/or reduced vanpool fares	4%
Employer information or incentive	4%
Rideshare ads	4%
Clean Air Campaign assistance	3%
Parking fees	3%
Info on subsidized and/or reduced transit fares	2%
TMA assistance	2%

*Will add to more than 100% due to multiple responses

** - Cash incentive includes the following responses: Cash for Commuters, Commuter Prizes, Carpool Rewards, Commuter Rewards, and other cash incentive.

Table 22 shows the range of information or assistance respondents remembered receiving from commute assistance organizations or their employers. Seven in ten respondents (70%) recalled receiving matchlist related information and 26% recalled receiving information on the GRH program.

TABLE 22: INFORMATION OR ASSISTANCE RECEIVED

Information or Assistance Received	Percentage (n=1,600)
List of potential carpoolers or vanpoolers (matchlist)	50%
Letter stating no carpool or vanpool matches were found	20%
Information on GRH program	26%
Cash incentive	10%
Vanpool Assistance/Info	6%
Transit pass discount, MARTA card/pass, monthly pass from employer	4%

*Will add to more than 100% due to multiple responses

Satisfaction with Information or Assistance Provided by 1-87-RIDEFIND, Employer, The Clean Air Campaign, or ESO

Table 23 displays respondents' overall program satisfaction and satisfaction with four specific program providers: 1-87-RIDEFIND, the employer, The Clean Air Campaign, and ESOs. Almost seven in ten respondents (69.6%) were very satisfied with the information they received overall. Only a small portion of respondents said they were somewhat unsatisfied or not satisfied (7.5%). Satisfaction with 1-87-

RIDEFIND, The Clean Air Campaign, employer, and ESO is also relatively high, with employers receiving the highest “very satisfied” rating (81.9% very satisfied).

TABLE 23: OVERALL SATISFACTION WITH INFORMATION OR ASSISTANCE PROVIDED

Overall Satisfaction	Percentage by Program				
	All Programs (n=1,221)*	1-87-RIDEFIND (n=577)	Employer (n=259)	The Clean Air Campaign (n=164)	ESO (n=164)
Very satisfied	69.6%	60.5%	81.9%	75.4%	74.6%
Somewhat satisfied	28.1%	30.7%	16.9%	20.8%	22.2%
Somewhat unsatisfied	5.1%	5.4%	1.2%	2.6%	2.5%
Not satisfied	2.4%	3.5%	0%	1.2%	.7%

*Will add to more than 100% due to respondents’ ability to respond to satisfaction with more than one organization

Reasons provided for being unsatisfied included information was not useful or not targeted to my needs (31%), matches did not fit my travel (26%), did not receive any matches (20%), unfriendly, unhelpful staff (19%), and no follow-up assistance (16%).

Respondents who were satisfied with the information or assistance they received were further probed on what pleased them. The primary response mentioned by respondents was that the information was useful (38%). Sixteen percent referred to new commuting ideas and 9% referred to quick receipt of information and also friendly, helpful staff. The responses are provided in Table 24.

TABLE 24: REASONS RESPONDENTS WERE PLEASSED WITH INFORMATION OR ASSISTANCE RECEIVED

Reasons for Being Pleased with the Information or Assistance	Percentage (n=1,600)
Information was useful	38%
Received new commuting ideas	16%
Received information quickly, quick response	9%
Friendly, helpful staff	9%
Received personal attention to my commute/travel	7%
Received additional/follow-up assistance	5%
Was able to access information by email	3%
Incentives	3%
Matchlist/helped me get carpool/vanpool	2%
GRH Info	1%
Availability of information/assistance	1%

*Will add to more than 100% due to multiple responses

Respondents also were asked about ways these organizations could improve assistance or information. As shown in Table 25, the most frequent comment from respondents was that no improvement was needed (29%). The respondents who thought improvement was needed cited more follow-up assistance (8%), provide more matches/names (7%), and matches that fit travel better (5%) as ways to improve.

TABLE 25: WAYS TO IMPROVE ASSISTANCE OR INFORMATION PROVIDED

Ways to Improve Assistance	Percentage (n=1,600)
No improvement needed	29%
More follow-up assistance	8%
Provide more matches/names	7%
Matches that fit travel better	5%
Offer information by email/internet	3%
More/better incentives/pay up/extend them	3%
More vanpools/vanpool suggestions	3%
Offer transit information	2%
More/better transit service	2%
Make sure matches want to carpool/vanpool	2%
More advertising, get the word out, work with employers	2%

*Will add to more than 100% due to multiple responses

Role of Follow-Up Contact on Commute Change

During the evaluation period, several ESOs initiated or expanded follow-up contact with commuters who had submitted rideshare applications to offer additional assistance. To explore the impacts of follow-up, the survey asked respondents who said they received some type of assistance or information from an ESO if they recalled receiving a follow-up contact. Respondents who said yes were asked additional questions about the contact.

About a quarter (24%) of these respondents said they had received a follow-up contact. About two-thirds (67%) said they had not received a follow-up contact and nine percent said they did not remember if they had received a contact. Respondents who said they did not receive a matchlist were about equally likely to note receiving a follow-up call as were respondents who said they did receive a matchlist. About 24% of respondents who did not receive a matchlist received a follow-up contact, compared to 23% of respondents who said they did receive a matchlist. Respondents who said they received a letter stating that no match names could be provided were slightly more likely to receive a follow-up contact; 29% of respondents in this group said they were contacted later by the ESO. This could suggest an effort by ESOs to provide additional assistance to applicants whose initial ridematch request could not be fulfilled.

Method and Timing of Follow-Up – As shown in Table 26, more than half (56%) of the follow-up contacts were made by email. About a quarter (21%) said the contact was made by phone and another quarter (27%) received the follow-up contact through a letter sent through postal mail. A small percentage (4%) said they received an in-person contact. These percentages add to more than 100% because some respondents said they were contacted by more than one method, for example, an email and a phone call.

TABLE 26: METHOD OF FOLLOW-UP CONTACT

Method of Follow-up Contact	Percentage (n=348)
Email	56%
Letter	27%
Telephone call	21%
In-person	4%
Don't know	3%

*Will add to more than 100% due to multiple responses

Table 27 shows the number of weeks that passed from the time the commuter received the matchlist or other assistance and the time of the follow-up contact. About half said they received a follow-up contact within two weeks; a quarter said the contact was received within one week. Another quarter said the contact came three or more weeks after they received the initial assistance. A quarter of the respondents said they did not remember when the follow-up contact came.

TABLE 27: TIMING OF FOLLOW-UP CONTACT

Timing of Follow-up Contact	Percentage (n= 348)
Within 1 week	25%
1 – 2 weeks	24%
3 – 4 weeks	11%
More than 4 weeks	12%
Don't know	28%

Follow-Up Assistance Offered – Respondents who received a follow-up contact cited two primary types of assistance offered to them in the follow-up contact. Table 28 shows that nearly two in ten (18%) noted that the follow-up contact included information about GRH and about the same percentage (17%) mentioned an offer to contact potential rideshare partners for the applicant.

TABLE 28: FOLLOW-UP ASSISTANCE OFFERED

Assistance Offered During Follow-up Contact	Percentage (n= 348)
Told me about GRH	18%
Offered to contact potential carpool/vanpool partners	17%
Told me about financial incentives	9%
Keeping me on list, offered/sent another list	7%
Told me about transit service I could use	7%
Wanted to know if I got info/called names, joined carpool/vanpool	4%
Offered their services, newsletter, general info	3%
Told me about Commuter Rewards or CommuteTrak	3%
Letter saying no matches	2%
Web information	2%
Told about available options	2%
Don't know	28%

*Will add to more than 100% due to multiple responses

Slightly fewer than one in ten respondents said the person making the contact informed them about financial incentives they could obtain (9%), said they could stay in the ridematch database and receive another matchlist (7%), or told them about transit service they might be able to use for their commute (7%). More than a quarter of respondents said they could not remember the specific information or assistance that was offered during the follow-up contact.

Follow-Up Contact Helpful – More than three-quarters (77%) of the respondents who recalled specific assistance provided during a follow-up contact said the additional assistance was helpful to them. Table 29 presents the ways in which the contact was helpful.

More than a quarter said the assistance helped them sign up for GRH. Other common responses included that it was good to know about travel options and/or to have the information for back-up purposes (15%), the contact helped find a vanpool partner (14%), the contact saved the respondent money (14%), the contact helped find a carpool partner (10%), or that the follow-up contact was informative or answered additional questions the respondent had about commuting (10%).

TABLE 29: HOW FOLLOW-UP ASSISTANCE WAS HELPFUL

Helpful Aspects of Follow-Up Assistance	Percentage (n= 257)
Helped me sign up for GRH	26%
Good to know about options, good for back-up	15%
Helped me find a vanpool partner, vanpool assistance	14%
Saved me money (e.g., financial incentives)	14%
Helped me find a carpool partner	10%
Informative, answered questions	10%
Helped me find a transit route/schedule	6%
Good to know they're still looking for a carpool/vanpool match, keeps me interested	4%
Liked articles, info on air quality, reasons to carpool, etc.	2%
Reminded me/helped me log my commute	2%
Nice to know there are matches if I ever want to carpool	2%
Don't know	6%

*Will add to more than 100% due to multiple responses

Placement Status by Follow-Up Contact Received – Additional analysis was performed to assess if follow-up contacts appeared to influence either commuters' travel behavior or their satisfaction with rideshare services. Table 30 shows the distribution of placement categories by whether the respondent received a follow-up contact.

TABLE 30: PLACEMENT STATUS BY FOLLOW-UP CONTACT

Placement Status	Follow-up Contact Received		
	Yes (n=348)	No (n=904)	Don't Know (n=126)
All new placements	34%	24%	23%
Continued new placement	22%	17%	19%
Temporary new placement	12%	7%	4%
Retained placement	28%	32%	38%
No change	39%	44%	38%
All placement status	100%	100%	100%

More than a third (34%) of respondents who received a follow-up contact had made either a continued shift (22%) or a temporary shift (12%) to a new alternative mode. By contrast, only about a quarter of respondents who said they did not receive a follow-up contact (24%) or did not remember if they had received a follow-up contact (23%) made a change to a new alternative mode.

Respondents who received follow-up contacts were less likely to be retained placements than were respondents who had not received or did not remember receiving follow-up calls. This could be related to a selection by ESOs of the applicants who are highest priority to be contacted. Applicants classified as

“retained placement” are using alternative modes at the time they request assistance. It is possible some ESOs choose to apply their follow-up resources to applicants they believe need the follow-up contact most—applicants who are driving alone at the time they apply—and not to contact applicants who are already using alternative modes.

Placement Status by Method of Follow-Up Contact – The method of follow-up contact appeared to have an influence on the success of the respondent being placed in an alternative mode. As previously noted, about a quarter (24%) of respondents who did not have a follow-up contact made a change to a new alternative mode, compared to about one-third (34%) of those who did receive follow-up.

But as indicated in Table 31, the “new” placement rate for respondents who received a follow-up contact by postal mail was essentially the same (27%) as for respondents who said they did not receive a follow-up contact (24%). By contrast, the new placement rate was 35% for respondents whose follow-up contact was by email and 43% for respondents who received a follow-up phone call. This suggests that a more personal level of follow-up could be effective in encouraging respondents to make changes to alternative modes.

TABLE 31: NEW PLACEMENT STATUS BY TYPE/METHOD OF FOLLOW-UP CONTACT

Placement Status	Type of Follow-up Contact Received			
	Phone (n=66)	Email (n=205)	Letter (n=92)	No Follow-up (n=904)
All new placements	43%	35%	27%	24%
Continued new placement	29%	24%	20%	17%
Temporary new placement	14%	11%	7%	7%

Placement Status by Timing of Follow-Up Contact – Table 32 presents the “new” placement rates by the amount of time between the date the respondent received the initial information or assistance and the date the respondent received a follow-up contact. Unlike the case of follow-up method, which seemed to have an influence on placement rate, the timing of the contact appeared to have little effect on the success of placing respondents in alternative modes. The new placement rate was slightly lower for respondents whose follow-up contact was more than three weeks after the initial assistance.

TABLE 32: NEW PLACEMENT STATUS BY TIMING OF FOLLOW-UP CONTACT

Placement Status	Timing of Follow-up Contact Received			
	Within 1 week (n=86)	1-2 weeks (n=78)	3+ weeks (n=84)	No Follow-up (n=904)
All new placements	36%	38%	33%	24%
Continued new placement	21%	21%	24%	17%
Temporary new placement	15%	17%	9%	7%

Program Satisfaction by Follow-Up Received – The analysis also examined connections between follow-up contacts and respondents’ satisfaction with the assistance they received. Table 33 shows the distribution of satisfaction levels by whether the respondent received a follow-up contact.

TABLE 33: SATISFACTION LEVEL BY FOLLOW-UP CONTACT

Satisfaction Level	Follow-up Contact Received		
	Yes (n=348)	No (n=904)	DK (n=126)
Very satisfied	81%	64%	70%
Somewhat satisfied	17%	27%	24%
Somewhat unsatisfied	1%	5%	4%
Not satisfied	1%	3%	1%
Don't know	1%	1%	1%

Respondents who said they received a follow-up contact reported higher levels of satisfaction with the assistance than did respondents who did not receive follow-up contact or who did not remember receiving follow-up. More than eight in ten (81%) respondents who received a follow-up contact said they were “very satisfied” with the assistance they received, compared to 64% of respondents who did not receive a follow-up contact and 70% who did not remember receiving a follow-up contact.

Program Satisfaction by Method of Follow-Up – For respondents who received a follow-up contact, the method of follow-up contact appeared to influence respondents’ satisfaction. Table 34 presents these results. Respondents who received a follow-up contact by phone reported the highest level of satisfaction; 87% said they were “very satisfied” with the assistance and the remaining 13% said they were “somewhat satisfied.” By contrast, only 80% of respondents who received email follow-up said they were “very satisfied” and 75% of those whose follow-up contact came in the form of a letter reported that they were “very satisfied.”

TABLE 34: SATISFACTION LEVEL BY METHOD OF FOLLOW-UP CONTACT

Satisfaction Level	Method of Follow-up Contact		
	Phone (n=66)	Email (n=205)	Letter (n=92)
Very satisfied	87%	80%	75%
Somewhat satisfied	13%	18%	21%
Somewhat unsatisfied	0%	1%	3%
Not satisfied	0%	0%	1%
Don't know	0%	0%	1%
Follow-up was helpful	82%	79%	66%

Respondents who received phone or email follow-up also were more likely to say that the follow-up assistance was helpful. About eight in ten whose contact was by phone or email said the follow-up was helpful, while only 66% of respondents who received a letter gave this response.

Program Satisfaction by Timing of Follow-Up – The timing of the contact also appeared to influence satisfaction, although as noted earlier, it did not appear to affect placement success. Table 35 shows that respondents who received follow-up contact within two weeks reported the highest levels of satisfaction; 86% of these respondents said they were “very satisfied” with the assistance. Fewer respondents (75%)

whose follow-up contacts came three or more weeks after their initial assistance reported this highest level of satisfaction.

TABLE 35: SATISFACTION LEVEL BY TIMING OF FOLLOW-UP CONTACT

Satisfaction Level	Timing of Follow-up Contact		
	Within 1 week (n=86)	1-2 weeks (n=78)	3+ weeks (n=84)
Very satisfied	87%	86%	75%
Somewhat satisfied	12%	12%	22%
Somewhat unsatisfied	1%	2%	1%
Not satisfied	0%	0%	2%
Don't know	0%	0%	0%
Follow-up was helpful	90%	84%	62%

The timing of the follow-up seemed to affect the perceived value of the assistance. Nearly all respondents (90%) who received a follow-up contact within one week and 84% of those who received follow-up in one to two weeks said that the follow-up assistance was helpful. By contrast, only about six in ten (62%) whose contact arrived three or more weeks later felt the follow-up was helpful.

It is worth noting that respondents who said their follow-up came in the form of a letter reported longer wait times than did respondents who received a phone call or email follow-up. Nearly a third of respondents who received a letter said it arrived three or more weeks after the original assistance, while only 19% of respondents who received a phone call or email waited this long for the follow-up. It was noted above that letter follow-up appeared less desirable and less helpful to respondents than did phone or email follow-up, but it is not clear from this analysis if the method or the timing was a more important feature of the satisfaction.

Program Features That Pleased Respondents and Desired Program Improvements – When respondents were asked what they liked about the program or assistance they received, a small number of respondents mentioned follow-up contacts. Respondents who received a follow-up contact were slightly more likely to note “follow-up” as something that pleased them about the program (9%) than were respondents who said they did not receive follow-up (4%).

But follow-up timing and method appeared to be factors here as well. Nearly two in ten (17%) respondents who received follow-up within one week noted follow-up as a desirable feature. And 23% of respondents whose contact came by telephone cited that the follow-up contact they received pleased them. Only 7% of those who received email contact and 5% of those whose contact came by letter noted follow-up as features that pleased them.

Respondents also were asked if they could suggest program improvements. Respondents who did not receive follow-up were slightly more likely to note the need for follow-up as a program improvement (10%), compared to respondents who did receive a follow-up contact (6%). Again, timing of follow-up seemed to have an impact on respondents’ opinions. Only 3% of respondents who received a follow-up contact within two weeks noted the need for more follow-up, while seven percent of respondents who waited three or more weeks cited follow-up as a necessary improvement.

SECTION 4 TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

A primary purpose of this survey was to estimate the travel and air quality emission reductions achieved by commuters in the rideshare database. The four key program measures used to assess travel and emission reductions include:

- Placement rates and placements – Proportion and number of commuters in the rideshare database who switch to or maintain use of alternative modes
- Vehicle trip (VT) reduction – Number of vehicles removed from the road daily by commuters who have made a switch to or maintained use of an alternative mode, increased their frequency of alternative mode use, or increased the occupancy of a carpool or vanpool
- Vehicle miles of travel (VMT) reduction – Number of miles of travel removed from the road daily by commuters who have made a switch to or maintained use of an alternative mode, increased their frequency of alternative mode use, or increased the occupancy of a carpool or vanpool
- Emission reductions – Daily reductions in emissions of ozone precursors oxides of Nitrogen (NO_x) and Volatile Organic Compounds (VOC), expressed in terms of tons per day reduced

TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

The 2006 travel and emission reductions achieved by rideshare database registrants are summarized in Table 36 and detailed below.

Commuter Placements

The rideshare database included 40,704 participants at the close of 2006. The percentage of commuters shifting to alternative modes or increasing their use in alternative modes during the evaluation period (January 1, 2005 – December 31, 2005) represent the *new* placement rate. The percentage of commuters using alternative modes at the time of the survey but who said they started using these modes before the evaluation period (before January 1, 2005) represent the *retained* placement rate.

The six placement rates calculated from the survey data are summarized below:

• New carpool placement rate	10.5%	} 26.0% overall
• New vanpool placement rate	7.0%	
• New transit/non-motorized mode placement rate	8.5%	
• Retained carpool placement rate	11.6%	} 33.0% overall
• Retained vanpool placement rate	3.5%	
• Retained transit/non-motorized mode placement rate	17.9%	

The number of database participants, when multiplied by the placements rates, provides an estimate of the total alternative mode placements. These calculations result in a total of 10,583 database participants newly placed in commute alternatives (new placements) and 13,433 database participants remaining in commute alternatives (retained placements). The placements, 24,016 in total, are summarized below:

• New carpool placements	(0.105 x 40,704)	4,274	} 10,583
• New vanpool placements	(0.070 x 40,704)	2,849	
• New transit/non-motorized placements	(0.085 x 40,704)	3,460	
• Retained carpool placements	(0.116 x 40,704)	4,722	} 13,433
• Retained vanpool placements	(0.035 x 40,704)	1,425	
• Retained transit/non-motorized placements	(0.179 x 40,704)	7,286	

TABLE 36: 1-87-RIDEFIND 2006 DAILY TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

2006 Daily Travel and Air Quality Emission Reductions	
Placement rates	59.0%
- New carpool placement rate	10.5%
- New vanpool placement rate	7.0%
- New transit/non-motorized placement rate	8.5%
- Retained carpool placement rate	11.6%
- Retained vanpool placement rate	3.5%
- Retained transit/non-motorized placement rate	17.9%
Commuter placements	24,016
- New carpool placements	4,274
- New vanpool placements	2,849
- New transit/non-motorized placements	3,460
- Retained carpool placements	4,722
- Retained vanpool placements	1,425
- Retained transit/non-motorized placements	7,286
Daily vehicle trips reduced	25,153
- New carpool placements	2,355
- New vanpool placements	2,573
- New transit/non-motorized placements	3,277
- Retained carpool placements	3,572
- Retained vanpool placements	2,009
- Retained transit/non-motorized placements	11,366
Daily VMT Reduced	687,532
- New carpool placements	60,301
- New vanpool placements	89,546
- New transit/non-motorized placements	84,228
- Retained carpool placements	91,442
- Retained vanpool placements	69,904
- Retained transit/non-motorized placements	292,111
Daily Emissions Reduced	1.0993
- NO _x (tons)	0.4971
- VOC (tons)	0.6023

Vehicle Trips and VMT Reduced

Vehicle trip reduction measures the number of vehicle trips no longer made as a result of commuters shifting to alternative modes. Vehicle trip reduction can occur from three types of commute changes:

- Shifts from drive alone to an alternative mode
- Shifts from one alternative mode to a HIGHER occupancy mode (e.g., from carpool to transit or from 2-person carpool to 3-person carpool)
- Increases in the number of days current ridesharers use alternative modes

The calculation of trip reduction must also account for shifts that do not reduce, and indeed may increase, the number of vehicle trips, such as shifts from one alternative mode to a LOWER occupancy alternative mode. In addition, trip reduction associated with temporary placements is discounted to the duration of weeks respondents used the commute alternative. During the 2006 evaluation period, the average temporary placement lasted 22.85 weeks.

The vehicle trip reduction (VTR) factors presented below represent the average number of vehicle trips reduced per day by a commuter in each category. The VTR factors are shown below:

- | | |
|--|---|
| • New carpool VTR factor: | 0.70 daily one-way VT reduced per placement |
| • New vanpool VTR factor: | 1.03 daily one-way VT reduced per placement |
| • New transit/non-motorized VTR factor: | 1.09 daily one-way VT reduced per placement |
| • Temp New carpool VTR factor: | 0.52 daily one-way VT reduced per placement |
| • Temp New vanpool VTR factor: | 0.90 daily one-way VT reduced per placement |
| • Temp New transit/non-motorized VTR factor: | 1.28 daily one-way VT reduced per placement |
| • Retained carpool VTR factor: | 0.76 daily one-way VT reduced per placement |
| • Retained vanpool VTR factor: | 1.41 daily one-way VT reduced per placement |
| • Retained transit/non-motorized VTR factor: | 1.56 daily one-way VT reduced per placement |

These factors, when multiplied by the number of placements in their respective categories and discounted to reflect the short duration of the temporary placements, equal a total daily vehicle trip reduction of 25,153 trips and a total yearly vehicle trip reduction of 6,288,250 trips. Multiplying the number of vehicle trips reduced by the average commute distance for the respondents making commute changes results in a total daily vehicle miles traveled (VMT) reduction of 687,532 miles and a total yearly VMT reduction of 171,883,000 miles.

Emissions Reduced

Emissions benefits, defined as tons of pollutants reduced, are calculated by multiplying regional emission factors provided by the Georgia Department of Natural Resources, Georgia Environmental Protection Division by the amount of VMT reduced. Reducing emissions of oxides of Nitrogen (NO_x) and Volatile Organic Compounds (VOC) is of particular concern in the region as these pollutants are the primary components in the formation of ozone.

For 2006, the emission factors are:

- | | | |
|-----------------|---|--------------------------------------|
| NO _x | = | 0.789 grams per vehicle mile reduced |
| VOC | = | 0.956 grams per vehicle mile reduced |

These factors, when multiplied by the vehicle miles reduced and adjusted to account for the length of drive alone trips to rideshare and transit meeting points, equal the following daily and annual reductions:

Daily:

• NO _x	0.4971 tons per day reduced	}	1.0993 tons pollutants per day reduced
• VOC	0.6023 tons per day reduced		

Yearly:

• NO _x	124.3 tons per year reduced	}	274.9 tons pollutants per year reduced
• VOC	150.6 tons per year reduced		

SECTION 5 CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS AND RECOMMENDATIONS

As illustrated in this report, 1-87-RIDEFIND has seen considerable change since the first independent evaluation conducted in October 2002. A more thorough examination of these changes, especially those occurring from the 2004 to 2006 evaluation period, reveals that the composition of database registrants is shifting. Some of the most significant shifts include those related to a higher share of database registrants entering the database as existing users of commute alternatives and continuing in these modes (retained placements). As such, the focus of the Conclusions and Recommendations presented below is on the implications these shifts may be having on database performance and suggestions for how to address them.

Recommendation #1 –Conduct separate evaluations for applicants designated in the database to receive a ridematch and those designated only to participate in Guaranteed Ride Home to more accurately determine placement rates for commuters who do want to shift modes.

The “new placement rate,” that is the percentage of rideshare database applicants who shifted to a new commute alternative or increased their use of commute alternatives during the evaluation period, remained relatively unchanged from the 2004 to the 2006 evaluations; 26.0% in 2006 compared to 26.8% in 2004. However, the “retained placement rate,” the percentage of applicants who were using a commute alternative prior to the 2006 evaluation period and continued using that mode through the 2006 evaluation period, increased substantially from 18.9% to 33.0%.

By definition, retained users did not make a mode change but many, perhaps most, were not seeking to make a change. For this reason, even though no change occurred, their registration should be considered a success. However, this increasingly higher proportion of commuters who do not want to make a change is masking the placement success rate for those who do want to shift modes. Three examples of how this is manifested are provided below.

1. If retained placements are excluded from the base on which placement rate is calculated, the effective *new placement rates* for both 2004 and 2006 would be substantially higher (33.0% in 2004 39.0% in 2006). In addition, the higher proportion of retained placements is masking the higher share of new commute alternative users who made a continued change during the evaluation period. In fact, the proportion of new registrants making a continued change was higher in 2006 than in 2004 (19% compared to 9.7%), meaning that more of the commuters making a new commute change continued the behavior change.
2. As the share of commuters who enter the database as alternative mode users has increased, the overall drive alone rate for commuters in the database has decreased. In 2006, the percentage of drive alone trips made by registrants at the time of the survey was 47.9%, considerably lower than that observed in 2002 (75.3%). At first glance, one might think the lower drive alone rate means that more applicants are switching to commute alternatives because of the rideshare services they received. But the lower drive alone rate, in reality, is an outcome of the higher proportion of retained placements entering the database as existing users of commute alternatives. Additionally, a comparison of current mode split by new and retained placements shows a 13% drive alone rate for new continued placements and 6.3% drive alone rate for retained placements.
3. Finally, the higher percentage of registrants who have no desire to change modes is also obscuring the rate of actions for respondents who received a matchlist, such as the percentage of applicants who tried to contact people listed on their matchlist. Overall, 30% of database

registrants who received matchnames tried to contact someone on their matchlists. A closer examination of this action by new and retained placements shows that a substantial portion of the registrants “not contacting” people named on their matchlist are retained placements (55% of continued new placements tried to contact someone on their matchlist compared to 18% of retained placements). Most retained placements probably were not looking for a rideshare partner and would have no need to contact someone on a matchlist.

Recommendation #2 - Consider redefining the No-Match GRH Only (NMGRH) designation in the database to refer only to GRH. Explore options to coordinate or modify database fields so that a commuter’s participation in various regional incentive programs can be adequately tracked regardless of the database in which a commuter registers.

A sizeable percentage of applicants who were participating in 1-87-RIDEFIND during the 2006 evaluation period entered the database as current users of commute alternatives, rather than drive alone commuters wishing to change to a non-SOV commute mode. Consequently, these commuters were not in search of a rideshare partner and entered the database to receive Guaranteed Ride Home (GRH) services (No-Match GRH Only, or NMGRH). The database result is a substantial increase in the number of applicants designated as NMGRH.

1-87-RIDEFIND has always included commuters who register solely to participate in the GRH program and specifically request that they not be matched with any other commuters. Originally, these applicants included previously established carpoolers and vanpoolers who did not wish to add new riders and transit users who did not need a matchlist for their chosen alternative mode. However, the NMGRH designation also now applies to commuters who register for Commuter Rewards and other incentive programs and who have already formed alternative mode arrangements. The designation has, therefore, evolved to a code that is not limited to GRH. An examination of the impacts of ridematching alone versus ridematching with other programs versus other programs alone was not possible because respondents are not currently classified at this level.

A second issue is that while it is possible some of these applicants made mode changes to be eligible to participate in GRH or Commuter Rewards, if they reported these changes as occurring before registering in the database, they would not have been counted as new placements, even though GRH or the incentive program had influenced their mode change.

In the 2004 evaluation, these “no-match, GRH only” commuters comprised 17% of “recent” applicants, those who entered the database during the evaluation period. In 2006, they accounted for 31% of applicants. Similar to the retained placements, the increasingly higher proportion of NMGRH registrants is obscuring the true impacts of database applicants desiring to be matched. Again, using the “tried to contact names on matchlist” as an example, 33% of the “match” registrants (database registrants applying for a matchlist) said they contacted or tried to contact names on their matchlists, compared to 14% of the NMGRH registrants (database registrants applying for GRH services only).

Recommendation #3 – Continue follow-up contact after applicants enter the rideshare database, and in particular phone and email contact within two weeks of matchlist receipt. When possible, the follow-up contact should be directed to drive alone commuters first, since their adoption of an alternative commute mode would provide the largest air quality benefit for the region.

The 2006 evaluation also explored the impacts of newly instituted ESO follow-up contact methods. The survey findings suggest that the follow-up measures instituted by the ESOs have a positive impact on placement rate. Commuters who were not using an alternative commute mode and received follow-up contact after entering the rideshare database reported a higher placement rate than those who were not

contacted (34% placement rate for those who received follow-up compared to 24% who did not receive follow-up). The method of follow-up also appeared to impact the use of an alternative commute mode and satisfaction with the information received. More personalized contact resulted in a higher percentage of placements (43% placement rate for phone contact, 35% for email, and 27% for postal mail) and higher satisfaction ratings (87% “very satisfied” for phone contact, 80% “very satisfied” for email, and 75% “very satisfied” for letter). In addition, when probed about potential ways to improve the database, several respondents cited more follow-up assistance. If future evaluations continue to track the role of follow-up, it might be helpful to distinguish between the type of follow-up provided to commuters who receive match names and those that receive a match letter with no potential matches. If ESOs provide specific detail regarding the options they generally discuss during follow-up, additional analysis could be undertaken regarding commuter recall and effectiveness of follow-up messages.

Recommendation #4 – Monitor the effects registrants entering the database via the Commuter Rewards Incentive Program, or other regional incentive programs, are having on current database performance. Where appropriate, efforts should focus on ensuring coordination between the two databases. ESOs should be judicious when recommending regional incentive program applicants register in 1-87-RIDEFIND, to ensure that the applicants entering the database are genuinely interested in finding a rideshare partner or receiving GRH services.

The large number of retained and NMGRH placements recorded during the 2006 evaluation period is due, in part, to commuters who were automatically entered into the database when they registered for the Commuter Rewards Incentive Program. These commuters were classified as retained placements because they were already using an alternative mode when they entered the database. Many of the Commuter Rewards Incentive Program participants were automatically registered in the database as active for matching during the 2006 evaluation period. These applicants received a match letter by default, even if they were not seeking a rideshare partner. Through applicant follow-up, 1-87-RIDEFIND and ESOs determined that these applicants were not interested in matchlist services, and, as a result, many of these applicants were reclassified to NMGRH.

In Spring 2006, The Clean Air Campaign removed the automatic default from the Commuter Rewards application. This change should help prevent Commuter Reward participants not interested in ridesharing from receiving a matchlist in the future. The change also allows ESOs more control in deciding which Commuter Reward’s applicants should register with the database to help find a ridesharing partner or to receive GRH services.

APPENDIX A FINAL SURVEY

ATLANTA PLACEMENT SURVEY – 2006 RIDESHARE DATABASE PLACEMENT SURVEY – DRAFT 5 (4-24-06)

Hello, may I speak to _____? (NAME FROM THE SCREEN)

My name is _____ calling from CIC Research on behalf of 1-87-RIDEFIND. Today we're conducting a short survey to learn about your experience traveling to and from work and with 1-87-RIDEFIND services. Your name was selected at random from a list of people who have received information or assistance from 1-87-RIDEFIND, or from the [Framework partner]. We are not attempting to sell you anything. The survey takes less than 10 minutes to complete. Is now a good time?

Q1 Do you recall receiving, within the past year, information on ridesharing, such as a list of people you could call as potential carpool partners or information about the Guaranteed Ride Home program? You could have received this information through a letter, an email, or on-line.

- 1 Yes (SKIP TO Q4)
- 2 No
- 3 Don't Know

Q2 Do you recall requesting information from 1-87-RIDEFIND, from the _____ [Framework partner], or from your employer about ridesharing?

- 1 Yes
- 2 No (THANK AND TERMINATE)
- 3 Don't Know (THANK AND TERMINATE)

Q3 Are you still interested in receiving information about ridesharing?

- 1 Yes (RECORD NAME AND E-MAIL ADDRESS, OR ADDRESS, AND TELEPHONE NUMBER, THEN THANK AND TERMINATE)
- 2 No (THANK AND TERMINATE)
- 3 Don't Know (THANK AND TERMINATE)

CURRENT COMMUTE

Q4 I'd like to begin by asking a few questions about your work week and your current travel to work. If you work more than one job, please give us information on your travel to your primary job. First, do you currently work full time or part time?

- 1 Full time (CONTINUE)
- 2 Part time (SKIP TO Q7)
- 3 Other (Specify _____) (SKIP TO Q7)

Q5 Some employees work non-standard or compressed schedules, for example working four ten-hour days per week, with one week day off each week. In a typical week, do you work a nonstandard or compressed schedule?

- 1 Yes
- 2 No (SKIP TO Q7)
- 3 Don't know/Refused (DO NOT READ) (SKIP TO Q7)

Q6 What type of schedule do you work, is it . . . ? (READ RESPONSES 1-3. IF RESPONDENT SAYS NO TO ALL OF THESE RESPONSES, ASK "What type of schedule do you work?")

- 1 4/40 compressed schedule - that is, forty hours in four days with one week day off each week
- 2 9/80 compressed schedule - that is, eighty hours in a nine day period with one week day off every two weeks
- 3 3/36 compressed schedule - that is, thirty six hours in a three day period with two week days off each week
- 4 Other compressed schedule (specify) _____
- 5 I work five days per week (35 -40 hours per week)

Q7 Next, in a typical week, how many days are you assigned to work? IF Q6 = 1, 2, OR 3, SAY, "Please count your compressed schedule days off as assigned work days."

_____ days
Not currently working (TERMINATE)

Q8 Thinking about last week, Was the way you traveled to work typical for you?

- 1 Yes (CONTINUE)
- 2 No (SKIP TO Q10)
- 3 Don't Know (SKIP TO Q10)

Q9 And how did you get to work each day last week? Let's start with Monday?... How about Tuesday? ... Wednesday?... Thursday?... Friday?

(IF Q6 = 1, 2, OR 3 AND RESPONDENT DOES NOT MENTION "COMPRESSED WORK SCHEDULE DAY OFF" (RESPONSE 1) FOR ANY DAY MONDAY THROUGH FRIDAY, ASK) You said you work a compressed schedule. Did you have a compressed schedule day off last week?

(IF RESPONDENT MENTIONS "SICK, VACATION, HOLIDAY" (RESPONSE 11) FOR ANY DAY, CODE RESPONSE 11, THEN ASK:) "If you had worked that day, how would you likely have traveled to work?" AND CODE ADDITIONAL MODE RESPONSE FOR THAT DAY.

(IF ALL DAYS IN Q7 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9, CATI WILL AUTOFILL SAT & SUN WITH CODE 10 AND SKIP TO Q11; OTHERWISE CONTINUE)

Are you regularly assigned to work on Saturday or Sunday? (IF YES, ASK) "and how did you travel to work on these days? (AND RECORD ANSWER AS GIVEN.)

(IF RESPONDENT IS NOT ASSIGNED TO WORK ON SATURDAY OR SUNDAY, RECORD "DID NOT WORK")

(IF RESPONDENT MENTIONS TWO MODES FOR ANY DAY, SAY, which type of transportation did you use for the longest distance portion of your trip?).

(IF RESPONDENT SAYS TRAVEL TO WORK IN A CAR, TRUCK, OR VAN, SAY, Were you traveling alone? IF YES, REPORT RESPONSE 2. IF NO, SAY, "Including yourself, how many people were traveling in the [car, truck, or van]? Please include only people who were 16 years or older." IF 2-5, RECORD RESPONSE 3, IF 6 OR MORE, RECORD AS 4)

(IF RESPONDENT MENTIONS "TELEWORK" OR "COMPRESSED WORK SCHEDULE DAY OFF" FOR SATURDAY OR SUNDAY, SAY, is this a regularly assigned work day for you? IF "YES," RECORD ANSWER AS GIVEN. IF "NO," RECORD "DID NOT WORK."

<u>Modes/days used last week</u>	Mode Used Monday-Sunday						
	M	Tu	W	Th	F	Sa	Su
1 compressed work schedule day off	M	Tu	W	Th	F	Sa	Su
2 drive alone in your car, truck, or motorcycle, or ride in a taxi		M	Tu	W	Th	F	Sa Su
3 carpool, including carpool with family (Ask Q11, Q13-Q14)	M	Tu	W	Th	F	Sa	Su
4 vanpool with co-workers or others who work nearby (ASK Q12-Q14)	M	Tu	W	Th	F	Sa	Su
5 ride a bus or shuttle (ASK Q13-Q14)	M	Tu	W	Th	F	Sa	Su
6 ride a train or subway (ASK Q13-Q14)	M	Tu	W	Th	F	Sa	Su
7 walk	M	Tu	W	Th	F	Sa	Su
8 bicycle	M	Tu	W	Th	F	Sa	Su
9 telework	M	Tu	W	Th	F	Sa	Su
10 Did not work – regular day off	M	Tu	W	Th	F	Sa	Su
11 Did not work – sick, vacation, holiday (prompt for travel on non S/V/H day)	M	Tu	W	Th	F	Sa	Su

GO TO Q11

Q10 Thinking about a TYPICAL WORK WEEK, how many days would you usually ...?

(IF Q6 = 1, 2, OR 3, ASK ABOUT "COMPRESSED WORK SCHEDULE DAY OFF" (RESPONSE 1). OTHERWISE, SKIP TO RESPONSE 2

(WHEN NUMBER OF DAYS REPORTED IN Q10 = NUMBER OF DAYS REPORTED IN Q7, DISCONTINUE LISTING MODES (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK")

<u>Modes/days used last week</u>	Use mode – number of days							
	0	1	2	3	4	5	6	7
1 have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 drive alone in your car, truck, motorcycle, or ride in a taxi	0	1	2	3	4	5	6	7
3 carpool, including carpool with family members 16 years of age or older (ASK Q11, Q13-Q14)	0	1	2	3	4	5	6	7
4 vanpool with co-workers or others who work nearby (ASK Q12-Q14)	0	1	2	3	4	5	6	7
5 ride a bus or shuttle (ASK Q13-Q14)	0	1	2	3	4	5	6	7
6 ride a train or subway (ASK Q13-Q14)	0	1	2	3	4	5	6	7
7 walk	0	1	2	3	4	5	6	7
8 bicycle	0	1	2	3	4	5	6	7
9 telework	0	1	2	3	4	5	6	7
10 Do not work – regular day off	0	1	2	3	4	5	6	7

Q11 Including yourself, how many people usually ride in your carpool? _____ (2 - 5 people)

Q12 Including yourself, how many people usually ride in your vanpool? _____ (6- 15 people)

Q13 How do you typically get from home to where you meet your carpool, vanpool, bus, or train (FROM Q9 or Q10)? (IF MORE THAN ONE ANSWER IN Q9/Q10, SELECT MODE USED MOST FREQUENTLY. DO NOT READ RESPONSES. ONE ANSWER ONLY).

- 1 Picked up at home by car/van pool or driver (SKIP TO Q15)
- 2 Drive alone to carpool or vanpool partner's home
- 3 Drive alone to passenger's home/driver of carpool/vanpool
- 4 Drive alone to a central location, like park & ride
- 5 Drive alone to bus or train station
- 6 Alternate driving to carpool/vanpool partner's home and picked up by CP/VP partner
- 7 Another car/van pool, including dropped off by household members (SKIP TO Q15)
- 8 Bicycle (SKIP TO Q15)
- 9 Walk (SKIP TO Q15)
- 10 Bus(SKIP to Q15)
- 11 Other (SPECIFY) _____

Q14 How many miles is it one-way from your home to where you meet your carpool, vanpool, bus, or train (FROM Q9 OR Q10)? (IF MORE THAN ONE ANSWER IN Q9/Q10, SELECT MODE USED MOST FREQUENTLY)
_____ miles (allow fractions of miles)

Q15 And how many TOTAL miles is it from your home to your work ONE WAY? (IF DIFFERENT ROUTES OR DIFFERENT MODES say: Well, what would you say is your average ONE WAY commuting distance?)
_____ one way miles

COMMUTE CHANGES

Q16 Next, thinking back over the past year, please tell me what information or assistance you received from 1-87-RIDEFIND, from _____ [*Framework partner*], or from your employer to help with your travel to work. (DO NOT READ, ALLOW MULTIPLE RESPONSES, IF Q16 = 22 DO NOT ALLOW OTHER RESPONSES)

- 1 List of potential carpoolers or vanpool routes (matchlist) (SKIP TO Q18)
- 2 Letter or email stating that no carpool or vanpool matches were found
- 3 Guaranteed Ride Home (GRH) program
- 4 Employer information/incentives/programs (SPECIFY) _____
- 5 Transit pass discount (MARTA)
- 6 Transit route/schedule information
- 7 Park & Ride lot map
- 8 Vanpooling assistance
- 9 Compressed work schedule assistance
- 10 Telework assistance
- 11 Parking fees
- 12 Rideshare ads
- 13 Shuttle from train station to worksite
- 14 Cash for Commuters
- 15 Commuter Prizes
- 16 Carpool Rewards
- 17 Commuter Rewards

- 18 Other Cash incentive (SPECIFY) _____
- 19 Information on subsidized and/or reduced vanpool fares
- 20 Information on subsidized and/or reduced transit pass fares
- 21 TMA assistance (SPECIFY) _____
- 22 Clean Air Campaign assistance (SPECIFY) _____
- 23 Other (SPECIFY) _____
- 24 No information or assistance
- 25 Don't remember/don't know

IF Q16 = 2, SKIP TO Q26a, INSERTING "the letter or email" IN Q26a

Q17 Did you receive a letter or email listing names of one or more people you could contact to try to arrange a carpool or vanpool, even if you did not form a carpool or vanpool with any of them?

- 1 Yes (CONTINUE)
- 2 Yes, a letter or email, but no names
- 3 No
- 4 Don't remember/ don't know

IF Q17 = 2, SKIP TO Q26a, INSERTING "the letter or email" IN Q26a

IF Q17 = 3 OR 4 AND Q16 = 1, 2, 4, 5, 6, 7, OR 8, ASK Q26a, INSERTING "the assistance you mentioned"

IF Q17 = 3 OR 4 AND Q16 NE 1, 2, 4, 5, 6, 7, OR 8, SKIP TO INTRO BEFORE Q27

Q18 How many names were on the list?

- 1 None
- 2 1 or 2
- 3 3 to 5
- 4 More than 5
- 5 Not sure

IF Q18 = 1, SKIP TO Q26a, INSERTING "the letter or email" IN Q26a

Q19 Did you try to contact any of the people named on the list?

- 1 Yes (CONTINUE)
- 2 No (SKIP TO Q26)
- 3 No, there were not any names on the list
- 4 Don't remember/don't know

IF Q19 = 3, SKIP TO Q26a, INSERTING "the letter or email" IN Q26a

IF Q19 = 4, SKIP TO Q26a, INSERTING "the list" IN Q26a

Q20 Were you able to reach one or more of the people named?

- 1 Yes (SKIP TO Q22)
- 2 No (CONTINUE)
- 3 Don't remember/don't know

IF Q20 = 3, SKIP TO Q26a, INSERTING "the list" IN Q26a

Q21 What difficulties did you encounter in reaching the people on the list? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Phone number was not correct or had been disconnected
- 2 Commuter could be reached at that number only for emergencies (common number for many employees)
- 3 Commuter was no longer at that job
- 4 Commuter had moved to a different residential area
- 5 Left message and didn't receive a call back
- 6 Email address was not correct
- 7 Other _____

SKIP TO Q26a, INSERTING "the list" in Q26a

Q22 Did you have any difficulties reaching people on the list?

1. Yes
2. No (SKIP TO Q24)

Q23 What difficulties did you encounter? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Phone number was not correct or had been disconnected
- 2 Commuter could be reached at that number only for emergencies (common number for many employees)
- 3 Commuter was no longer at that job
- 4 Commuter had moved to a different residential area
- 5 Left message and didn't receive a call back
- 6 Email address was not correct
- 7 Other (SPECIFY) _____

Q24 Were the people you reached interested in forming a carpool or vanpool or adding a person to an existing carpool or vanpool?

1. Yes
2. No (CONTINUE)
3. Don't remember/don't know

IF Q24 = 1 OR 3, SKIP TO Q26a, INSERTING "the list" in Q26a

Q25 Why were they not interested? (DO NOT READ, ACCPET MULTIPLE RESPONSES)

- 1 We didn't work/live close enough to each other
- 2 We didn't have similar work schedules
- 3 They already found a rideshare partner
- 4 Decided they didn't want to carpool, vanpool, rideshare
- 5 Moved to a new residence
- 6 Changed jobs
- 7 Child care issues, needed to take kids to school/day care
- 8 Needed or wanted travel or work hours flexibility
- 9 Other (SPECIFY) _____
- 10 Don't know, don't remember

SKIP TO Q26a, INSERTING "the list" in Q26a

Q26 For what reasons did you not try to contact any of the people? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Haven't gotten around to it

- 2 Decided I didn't want to carpool
- 3 Moved to a new residence
- 4 Changed jobs
- 5 Addresses weren't close to my home/work
- 6 Found other rideshare option/already ridesharing
- 7 Work schedule/work hours not compatible
- 8 Child care issues/take kids to school/daycare
- 9 Need or want travel/work hours flexibility
- 10 Waiting for someone to contact me first
- 11 Don't like to contact strangers
- 12 _____ Other
(SPECIFY)_____

Q26a After you received *[the list, the letter or email, the assistance you mentioned]*, did you receive a follow-up call or email or any other type of contact from _____ *[Framework partner]*, to offer additional commute assistance?

- 1 Yes (CONTINUE)
- 2 No (SKIP TO INTRO BEFORE Q27)
- 3 Don't know, don't remember (SKIP TO INTRO BEFORE Q27)

Q26b Was this contact by telephone, email, or another method? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Telephone
- 2 Email
- 3 Letter
- 4 Other _____
- 5 Don't know, don't remember

Q26c About how long after you received *[the list, the letter or email, the assistance]* did _____ *[Framework partner]* make the follow-up contact?

- 1 Within one week
- 2 1 – 2 weeks later
- 3 3 – 4 weeks later
- 4 More than 4 weeks later
- 5 Don't know, don't remember

Q26d What additional assistance did they offer? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Offered to contact potential carpool/vanpool partners for me
- 2 Told me about transit service I could use
- 3 Told me about GRH
- 4 Told me about financial incentives (Cash for Commuters, Commuter Prizes, Carpool Rewards, other incentive)
- 5 Told me about Commuter Rewards or CommuteTrak
- 6 Other _____
- 7 Don't know, don't remember (SKIP TO INTRO BEFORE Q27)

Q26e Was the assistance helpful to you?

- 1 Yes (CONTINUE)
- 2 No (SKIP TO INTRO BEFORE Q27)
- 3 Don't know, don't remember (SKIP TO INTRO BEFORE Q27)

Q26f How did it help you? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Helped me find a carpool partner
- 2 Helped me find a vanpool
- 3 Helped me find a transit route/schedule
- 4 Helped me sign up for GRH
- 5 Saved me money (e.g., financial incentives)
- 6 Other _____
- 7 Don't know, don't remember

INTRO BEFORE Q27 – Now I want to ask you about changes you might have made in how you travel to work since you received information or assistance. Did you make any of the following changes, even if the change was only temporary?

Q27 Did you join or create a new carpool or vanpool, even if only temporarily? IF RESPONDENT DOES NOT VOLUNTEER MODE, ASK, "Was that a carpool or vanpool?" THEN CODE APPROPRIATE MODE. IF RESPONDENT SAYS BOTH CARPOOL AND VANPOOL, ASK WHICH THEY STARTED USING MOST RECENTLY.

- 1 Yes, joined or created a new carpool
- 2 Yes, joined or created a new vanpool
- 3 No (SKIP TO Q28)

IF Q27 = 1 AND (Q16 = 2 OR Q17 = 2, 3, or 4), RECORD Q37 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q39

IF Q27 = 1 AND (Q16 = 1 OR Q17 = 1), SKIP TO Q37

IF Q27 = 2 AND (Q16 = 2 OR Q17 = 2, 3, or 4), RECORD Q38 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q39

IF Q27 = 2 AND (Q16 = 1 OR Q17 = 1), SKIP TO Q38

Q28 Did you start riding a bus or train to work, even if only temporarily? IF RESPONDENT DOES NOT VOLUNTEER MODE, ASK "was that a bus or train" THEN CODE APPROPRIATE MODE. IF RESPONDENT SAYS BOTH BUS AND TRAIN, ASK WHICH THEY STARTED USING MOST RECENTLY. IF RESPONDENT SAYS USE BOTH NOW, ASK, "Which do you or did you use for the longest distance portion of your trip?"

- 1 Yes, started riding bus
- 2 Yes, started riding train
- 3 No (SKIP TO Q30)

IF Q28 = 1 OR 2, SKIP TO INSTRUCTIONS BEFORE Q39

Q29 Did you start walking or bicycling to work? IF RESPONDENT DOES NOT VOLUNTEER MODE, ASK, "Was that walking or bicycling?" THEN CODE APPROPRIATE MODE. IF RESPONDENT SAYS BOTH WALKING AND BICYCLING, ASK WHICH THEY STARTED USING MOST RECENTLY

- 1 Yes, started walking
- 2 Yes, started bicycling
- 3 No (SKIP TO Q30)

IF Q29 = 1 OR 2, SKIP TO INSTRUCTIONS BEFORE Q39

Q30 Did you start teleworking?

- 1 Yes
- 2 No (SKIP TO Q31)

IF Q30 = 1, SKIP TO INSTRUCTIONS BEFORE Q39

Q31 Did you add another person to an existing carpool or vanpool? IF RESPONDENT DOES NOT VOLUNTEER MODE, ASK, "Was that a carpool or vanpool?" THEN CODE APPROPRIATE MODE

- 1 Yes, added person to existing carpool
- 2 Yes, added person to existing vanpool
- 3 No (SKIP TO Q34)

IF Q31 = 1 OR 2 AND (Q16 = 2 OR Q17 = 2, 3 or 4), RECORD Q33 = 2, THEN SKIP TO Q34
IF Q31 = 1 OR 2 AND (Q16 = 1 OR Q17 = 1), CONTINUE

Q33 Was this person named on the list you received?

- 1 Yes
- 2 No
- 3 Don't know/don't remember (VOLUNTEERED)

Q34 Did you increase the number of days PER WEEK that you telework, or use carpool, vanpool, transit (bus, train, or subway), bike, or walk for your trip to work? IF YES, ASK "which did you increase?" THEN CODE APPROPRIATE MODE

- 1 Increased carpooling
- 2 Increased vanpooling
- 3 Increased bus
- 4 Increased train or subway
- 5 Increased walking, started walking to work
- 6 Increased bicycling, started bicycling to work
- 7 Increased teleworking
- 8 No (CONTINUE)

Q35 Did you make any other type of commute change or try any other type of transportation, other than driving alone, even if only temporarily?

- 1 Yes (ASK Q36)
- 2 No (IF Q27 = 1, SKIP TO Q37; IF Q27 = 2, SKIP TO Q38; IF Q30 = 1 OR ANY Q28, Q29, Q31 = 1 OR 2, SKIP TO INSTRUCTIONS BEFORE Q39; IF Q34 = 1, 2, 3, 4, 5, 6, OR 7, SKIP TO INSTRUCTIONS BEFORE Q39; OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q64)

Q36 What was that change? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Tried carpooling, started carpooling to work
- 2 Tried vanpooling, started vanpooling to work
- 3 Tried bus, started riding the bus to work
- 4 Tried train or subway, started riding train or subway to work
- 5 Tried walking, started walking to work
- 6 Tried bicycling, started bicycling to work
- 7 Tried teleworking, started teleworking

- 8 Changed carpool, vanpool/transit pick-up or meeting location or how you got to the location
- 9 Tried driving alone, started driving alone
- 10 Other (specify)_____

IF Q36 = 1 AND Q16 = 2 OR Q17 = 2, 3, OR 4, RECORD Q37 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q39

IF Q36 = 1 AND (Q16 = 1 OR Q17 = 1), ASK Q37

IF Q36 = 2 AND Q16 = 2 OR Q17 = 2, 3, OR 4, RECORD Q38 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q39

IF Q36 = 2 AND (Q16 = 1 OR Q17 = 1), ASK Q38

IF Q36 = 3, 4, 5, 6, OR 7, SKIP TO INSTRUCTIONS BEFORE Q39

IF Q36 = 8 AND Q30 = 2 AND (Q27, Q28, Q29, Q31 = 3) AND Q34 = 8, SKIP TO Q41a

IF Q36 = 9 AND Q30 = 2 AND (Q27, Q28, Q29, Q31 = 3) AND Q34 = 8, SKIP TO Q41a

IF Q36 = 10 AND Q30 = 2 AND (Q27, Q28, Q29, Q31 = 3) AND Q34 = 8, SKIP TO Q41a

Q37 Were the people in this carpool named on the list you received?

- 1 Yes
- 2 No
- 3 Don't know/don't remember (VOLUNTEERED)

SKIP TO INSTRUCTIONS BEFORE 39

Q38 Was this vanpool named on the list you received?

- 1 Yes
- 2 No
- 3 Don't know/don't remember (VOLUNTEERED)

INSTRUCTIONS BEFORE Q39 – check for current use of reported changes

IF ANY Q27, Q31, Q34, Q36 = 1 AND Q9/Q10 NE 3 FOR ANY DAY, SKIP TO Q39, INSERTING “CARPOOL” AS (MODE)

IF ANY Q27, Q31, Q34, Q36 = 2 AND Q9/Q10 NE 4 FOR ANY DAY, SKIP TO Q39, INSERTING “VANPOOL” AS (MODE)

IF Q28 EQ 1 OR Q34 = 3 OR Q36 = 3 AND Q9/Q10 NE 5 FOR ANY DAY, SKIP TO Q39, INSERTING “BUS” AS (MODE)

IF Q28 EQ 2 OR Q34 = 4 OR Q36 = 4 AND Q9/Q10 NE 6 FOR ANY DAY, SKIP TO Q39, INSERTING “TRAIN” AS (MODE)

IF Q29 EQ 1 OR Q34 = 5 OR Q36 = 5 AND Q9/Q10 NE 7 FOR ANY DAY, SKIP TO Q39, INSERTING “WALKING” AS (MODE)

IF Q29 EQ 2 OR Q34 = 6 OR Q36 = 6 AND Q9/Q10 NE 8 FOR ANY DAY, SKIP TO Q39, INSERTING “BICYCLING” AS (MODE)

IF Q30 EQ 1 OR Q34 = 7 OR Q36 = 7 AND Q9/Q10 NE 9 FOR ANY DAY, SKIP TO Q40

OTHERWISE, SKIP TO Q41a

Q39 You said you made a change to (MODE), but earlier you said you don't typically use (MODE) now. How long did you use this type of transportation for your trip to work?

- 1 tried once/used for emergency only
- 2 Less than one week
- 3 1-3 weeks
- 4 1 to 2 months
- 5 3 to 6 months
- 6 7 to 11 months
- 7 ____ years (specify number)
- 8 still use

IF Q39 = 8, SKIP TO Q41, OTHERWISE, SKIP TO Q41a

Q40 You said you made a change to telework, but earlier you said you don't typically telework now. How long did you telework?

- 1 tried once/used for emergency only
- 2 Less than one week
- 3 1-3 weeks
- 4 1 to 2 months
- 5 3 to 6 months
- 6 7 to 11 months
- 7 ____ years (specify number)
- 8 still use

IF Q40 = 8, ASK Q41, OTHERWISE, SKIP TO Q41a

Q41 About how many days per week do you typically use (MODE) to get to work?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 Only use occasionally, use less than one time per week

Q41a - AUTO CODE CHANGE STATUS – “CHGSTATUS”

Continued Placements

IF ANY Q27, Q31, Q34, Q36 = 1 AND Q9/Q10 = 3 FOR ANY DAY, CODE 41a = 1 (CONTINUED CHANGE), THEN SKIP TO INSTRUCTIONS BEFORE Q42
IF ANY Q27, Q31, Q34, Q36 = 2 AND Q9/Q10 = 4 FOR ANY DAY, CODE 41a = 1 (CONTINUED CHANGE), THEN SKIP TO INSTRUCTIONS BEFORE Q42

IF Q28 EQ 1 OR Q34 = 3 OR Q36 = 3 AND Q9/Q10 = 5 FOR ANY DAY, CODE 41a = 1 (CONTINUED CHANGE), THEN SKIP TO INSTRUCTIONS BEFORE Q42
IF Q28 EQ 2 OR Q34 = 4 OR Q36 = 4 AND Q9/Q10 = 6 FOR ANY DAY, CODE 41a = 1 (CONTINUED CHANGE), THEN SKIP TO INSTRUCTIONS BEFORE Q42

IF Q29 EQ 1 OR Q34 = 5 OR Q36 = 5 AND Q9/Q10 = 7 FOR ANY DAY, CODE 41a = 1 (CONTINUED CHANGE), THEN SKIP TO INSTRUCTIONS BEFORE Q42
IF Q29 EQ 2 OR Q34 = 6 OR Q36 = 6 AND Q9/Q10 = 8 FOR ANY DAY, CODE 41a = 1

(CONTINUED CHANGE), THEN SKIP TO INSTRUCTIONS BEFORE Q42

**IF Q30 EQ 1 OR Q34 = 7 OR Q36 = 7 AND Q9/Q10 = 9 FOR ANY DAY, CODE 41a = 1
(CONTINUED CHANGE), THEN SKIP TO INSTRUCTIONS BEFORE Q42**

Temporary Placements

**IF Q39 = 3, 4, 5, 6, OR 7, CODE 41a = 2 (TEMPORARY), THEN SKIP TO INSTRUCTIONS
BEFORE Q51**

Occasional Placements

IF Q39 = 8 OR Q40 = 8, CODE 41a = 3 (OCCASIONAL), THEN SKIP TO Q59

One-time Placements

IF Q39 = 1 OR 2 OR Q40 = 1 OR 2, CODE 41a = 4 (ONE-TIME), THEN SKIP TO Q59

No change

**IF Q36 = 8 AND Q30 = 2 AND (Q27, Q28, Q29, Q31 = 3) AND Q34 = 8, CODE Q41a = 5 (NO
CHANGE) THEN SKIP TO INSTRUCTIONS BEFORE Q64**

**IF Q36 = 9 AND Q30 = 2 AND (Q27, Q28, Q29, Q31 = 3) AND Q34 = 8, CODE Q41a = 5 (NO
CHANGE) THEN SKIP TO INSTRUCTIONS BEFORE Q64**

**IF Q36 = 10 AND Q30 = 2 AND (Q27, Q28, Q29, Q31 = 3) AND Q34 = 8, CODE Q41a = 5 (NO
CHANGE) THEN SKIP TO INSTRUCTIONS BEFORE Q64**

Q41a Auto code CHGSTATUS (DO NOT ASK)

- 1 Continued change
- 2 Temporary change
- 3 Occasional user
- 4 One-time change
- 5 No change

INSTRUCTIONS BEFORE Q42 – AUTOFILL CONTINUED CHANGERS

**IF CHGSTATUS = 1 AND Q31 = 1 AND Q34 = 8, ASK Q42, THEN SKIP TO Q44 & AUTOFILL
Q43)**

**IF CHGSTATUS = 1 AND Q31 = 2 AND Q34 = 8, ASK Q42, THEN SKIP TO Q45 & AUTOFILL
Q43.**

COMMUTE MODE BEFORE CONTINUED CHANGE

Q42 Now I'd like to ask you about your travel to work BEFORE you made this change. During that time, how many days were you assigned to work in a typical week?

____ days

☐ Did not work then (SKIP TO Q70)

Q42a Before you made this change, what type of schedule did you work, was it...? (READ RESPONSES 1-5. IF RESPONDENT SAYS "NO" TO ALL OF THESE RESPONSES, ASK, "What type of schedule did you work?")

- 1 Part-Time (<35 Hours)
- 2 Full-Time 5+ days per week (35+ Hours)
- 3 Full-Time 4/40 compressed schedule (that is, forty hours in four days with one week day off each week)
- 4 Full-Time 9/80 compressed schedule (that is, eighty hours in a nine day period with one week day off every two weeks)
- 5 Full-Time 3/36 compressed schedule (that is, thirty six hours in a three day period with two week days off each week)
- 6 Other (specify)_____

Q43 And before you made this change, how did you travel to work? During a TYPICAL WEEK, how many days did you ...

(IF Q42a = 3, 4, OR 5, ASK ABOUT "COMPRESSED WORK SCHEDULE DAY OFF" (RESPONSE 1). OTHERWISE, SKIP TO RESPONSE 2

(WHEN NUMBER OF DAYS REPORTED IN Q43 = NUMBER OF DAYS REPORTED IN Q42, DISCONTINUE LISTING MODES) (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK."

<u>Modes/days used last week</u>	<u>Use mode – number of days</u>							
	0	1	2	3	4	5	6	7
1 have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 drive alone in your car, truck, motorcycle, or ride in a taxi	0	1	2	3	4	5	6	7
3 carpool, including carpool with family members 16 years of age or older (ASK Q44, Q48)	0	1	2	3	4	5	6	7
4 vanpool with co-workers or others who work nearby (ASK Q45-Q48)	0	1	2	3	4	5	6	7
5 ride a bus or shuttle (ASK Q48)	0	1	2	3	4	5	6	7
6 ride a train or subway (ASK Q48)	0	1	2	3	4	5	6	7
7 walk (ASK Q48)	0	1	2	3	4	5	6	7
8 bicycle (ASK Q48)	0	1	2	3	4	5	6	7
9 telework (ASK Q48)	0	1	2	3	4	5	6	7
10 Not work – regular day off	0	1	2	3	4	5	6	7

Q44 Including yourself, how many people were in your previous carpool? ____ (2 - 5 people)

Q45 Including yourself, how many people were in your previous vanpool? ____ (6 - 15 people)

INFLUENCES FOR CONTINUED USERS

Q46 What influenced your decision to (Mode from Q27, Q28, Q29, Q30, Q31, Q34, or Q36)?
(DO NOT READ, ALLOW MULTIPLE RESPONSES)

COMMUTE INFORMATION/ASSISTANCE

- 1 List of potential carpools, vanpool routes (Matchlist)
- 2 N/A

- 3 Guaranteed Ride Home (GRH) program
- 4 Employer information/incentives/programs (SPECIFY) _____
- 5 Transit pass discount (MARTA)
- 6 Transit route/schedule information
- 7 Park & Ride lot map
- 8 Vanpooling assistance
- 9 Compressed work schedule assistance
- 10 Telework assistance
- 11 Parking fees
- 12 Rideshare ads
- 13 Shuttle from train station to worksite
- 14 Cash for Commuters
- 15 Commuter Prizes
- 16 Carpool Rewards
- 17 Commuter Rewards
- 18 Other Cash incentive (SPECIFY) _____
- 19 Information on subsidized and/or reduced vanpool fares
- 20 Information on subsidized and/or reduced transit pass fares
- 21 TMA assistance (SPECIFY) _____
- 22 Clean Air Campaign assistance (SPECIFY) _____

PERSONAL CIRCUMSTANCES

- 23 changed job/work hours
- 24 moved to a different residence
- 25 save money
- 26 save time
- 27 parking costs were too high
- 28 tired of driving
- 29 reduce congestion/pollution
- 30 safety
- 31 no vehicle available
- 32 vehicle became available
- 33 others doing it (friends, coworkers, other people, etc.)
- 34 carpool/vanpool didn't work out
- 35 Other (SPECIFY) _____
- 36 Don't know/refused (SKIP TO INSTRUCTIONS BEFORE Q64)

IF Q46 = 1-22, SKIP TO INSTRUCTIONS BEFORE Q64

Q48 Was your decision to (Mode from Q27, Q28, Q29, Q30, Q31 Q34, or Q36) influenced by any information, service, or benefit provided by 1-87-RIDEFIND, by the [Framework partner], by your employer, or by another organization that helps with ridesharing?

- 1 Yes (CONTINUE)
- 2 No (SKIP TO INSTRUCTIONS BEFORE Q64)
- 3 Don't remember/refused (SKIP TO INSTRUCTIONS BEFORE Q64)

Q49 What was the information, service, or benefit? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 List of potential carpoolers, vanpool routes (Matchlist)
- 2 N/A
- 3 Guaranteed Ride Home (GRH) program
- 4 Employer information/incentives/programs (SPECIFY) _____

- 5 Transit pass discount (MARTA)
- 6 Transit route/schedule information
- 7 Park & Ride lot map
- 8 Vanpooling assistance
- 9 Compressed work schedule assistance
- 10 Telework assistance
- 11 Parking fees
- 12 Rideshare ads
- 13 Shuttle from train station to worksite
- 14 Cash for Commuters
- 15 Commuter Prizes
- 16 Carpool Rewards
- 17 Commuter Rewards
- 18 Other Cash incentive (SPECIFY) _____
- 19 Information on subsidized and/or reduced vanpool fares
- 20 Information on subsidized and/or reduced transit pass fares
- 21 TMA assistance (SPECIFY) _____
- 22 Clean Air Campaign assistance (SPECIFY) _____
- 23 Other (SPECIFY) _____
- 24 Don't know, refused

(NOW SKIP TO INSTRUCTIONS BEFORE Q64)

COMMUTE MODE DURING TEMPORARY CHANGE

INSTRUCTIONS BEFORE Q51 – AUTOFILL TEMPORARY CHANGERS

IF CHGSTATUS = 2 AND Q31 = 1 AND Q34 = 8, ASK Q53, THEN SKIP TO Q57 AND AUTOFILL Q54.

IF CHGSTATUS = 2 AND Q31 = 2 AND Q34 = 8, ASK Q53, THEN SKIP TO Q58 AND AUTOFILL Q54.

Q53 Now I'd like to ask you about your travel to work during the time that you made this temporary change. During that time, how many days were you assigned to work in a TYPICAL WEEK?

_____ days Did not work then (SKIP TO INSTRUCTIONS BEFORE Q64)

Q53a During the time you made this change, what type of schedule did you work, was it . . . ? (READ RESPONSES 1-5. IF RESPONDENT SAYS "NO" TO ALL OF THESE RESPONSES, ASK "What type of schedule did you work?")

- 1 Part-Time (<35 Hours)
- 2 Full-Time 5+ days per week (35+ Hours)
- 3 Full-Time 4/40 compressed schedule (that is, forty hours in four days with one week day off each week)
- 4 Full-Time 9/80 compressed schedule (that is, eighty hours in a nine day period with one week day off every two weeks)
- 5 Full-Time 3/36 compressed schedule (that is, thirty six hours in a three day period with two week days off each week)
- 6 Other (specify) _____

Q54 And how did you travel to work at that time? During a TYPICAL WEEK, how many days did you ...

(IF Q53a = 3, 4, OR 5, ASK ABOUT "COMPRESSED WORK SCHEDULE DAY OFF"
(RESPONSE 1). OTHERWISE, SKIP TO RESPONSE 2

(WHEN NUMBER OF DAYS REPORTED IN Q54 = NUMBER OF DAYS REPORTED IN Q53,
DISCONTINUE LISTING MODES) (REMAINING DAYS WILL BE RECORDED AS "DID NOT
WORK."

<u>Modes/days used last week</u>	Use mode – number of days							
	0	1	2	3	4	5	6	7
1 have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 drive alone in your car, truck, or motorcycle, or ride in a taxi	0	1	2	3	4	5	6	7
3 carpool, including carpool with family members 16 years of age or older (ASK Q57, Q61)	0	1	2	3	4	5	6	7
4 vanpool with co-workers or others who work nearby (ASK Q58-Q61)	0	1	2	3	4	5	6	7
5 ride a bus or shuttle (ASK Q61)	0	1	2	3	4	5	6	7
6 ride a train or subway (ASK Q61)	0	1	2	3	4	5	6	7
7 walk (ASK Q61)	0	1	2	3	4	5	6	7
8 bicycle (ASK Q61)	0	1	2	3	4	5	6	7
9 telework (ASK Q61)	0	1	2	3	4	5	6	7
10 Not work – regular day off	0	1	2	3	4	5	6	7
11 Other (specify _____)	0	1	2	3	4	5	6	7

CHECK FOR TEMPORARY USE OF MODES IN TEMPORARY CHANGES

IF (Q27 = 1 OR Q31 = 1 OR Q34 = 1 OR Q36 = 1) AND Q54 NE 3, ASK Q55, INSERTING
"CARPOOL" AS (MODE)

IF (Q27 = 2 OR Q31 = 2 OR Q34 = 2 OR Q36 = 2) AND Q54 NE 4, ASK Q55, INSERTING
"VANPOOL" AS (MODE)

IF (Q28 = 1 OR Q34 = 3 OR Q36 = 3 AND Q54 NE 5, ASK Q55, INSERTING "BUS" AS (MODE)

IF (Q28 = 2 OR Q34 = 4 OR Q36 = 4 AND Q54 NE 6, ASK Q55, INSERTING "TRAIN" AS
(MODE)

IF (Q29 = 1 OR Q34 = 5 OR Q36 = 5 AND Q54 NE 7, ASK Q55, INSERTING "WALK" AS
(MODE)

IF (Q29 = 2 OR Q34 = 6 OR Q36 = 6 AND Q54 NE 8, ASK Q55, INSERTING "BICYCLE" AS
(MODE)

IF (Q30 = 1 OR Q34 = 7 OR Q36 = 7 AND Q54 NE 9, ASK Q55, INSERTING "teleworking" AS
(MODE)

OTHERWISE, SKIP TO Q57

Q55 Earlier you said you made a temporary change to (MODE), but you haven't mentioned
using (MODE) during that time. Did you use (MODE) then?

- 1 Yes (SKIP TO Q56)
- 2 No
- 3 Don't know/don't remember (VOLUNTEERED)

**IF Q55 = 2 OR 3, RECODE CHGSTATUS/Q41a = 5 (NO CHANGE), THEN SKIP TO
INSTRUCTIONS BEFORE Q64**

Q56 About how many days per week did you typically use (MODE) then to get to work?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 Only used occasionally, use less than one time per week

IF Q56 = 1, 2, 8, RECODE CHGSTATUS / Q41a = 3 (OCCASIONAL), THEN SKIP TO Q59

Laura – if R reported 2 or fewer days DURING, I'd like to recode them to occasional. But if they report 3 or more days of DURING alt mode, we should change their during days to reflect that. But because we'll have to take days from other modes to do that, I think it's best if we do it at the end, rather than during the interview. Let's just just flag them during the interview for this post-processing. In the 2004 survey, we had only three people in this category and all said they used the mode 5 days per week.

(ASK Q57 IF Q54=3 OR (MODE=CARPOOL AND Q55=1))

Q57 Including yourself, how many people were in your previous carpool? ____ (2 - 5 people)

(ASK Q58 IF Q54=4 OR (MODE=VANPOOL AND Q55=1))

Q58 Including yourself, how many people were in your previous vanpool? ____ (6 -15 people)

INFLUENCE FOR TEMPORARY USERS

Q59 What influenced your decision to (Mode from Q27, Q28, Q29, Q30, Q31 Q34, or Q36)?
(DO NOT READ, ALLOW MULTIPLE RESPONSES)

COMMUTE INFORMATION/ASSISTANCE

- 1 List of potential carpoolers, vanpool routes
- 2 N/A
- 3 Guaranteed Ride Home (GRH) program
- 4 Employer information/incentives/programs (SPECIFY) _____
- 5 Transit pass discount (MARTA)
- 6 Transit route/schedule information
- 7 Park & Ride lot map
- 8 Vanpooling assistance
- 9 Compressed work schedule assistance
- 10 Telework assistance
- 11 Parking fees
- 12 Rideshare ads
- 13 Shuttle from train station to worksite
- 14 Cash for Commuters
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- 16 Carpool Rewards
- 17 Commuter Rewards
- 18 Other Cash incentive (SPECIFY) _____
- 19 Information on subsidized and/or reduced vanpool fares
- 20 Information on subsidized and/or reduced transit pass fares
- 21 TMA assistance (SPECIFY) _____

22 Clean Air Campaign assistance (SPECIFY) _____

PERSONAL CIRCUMSTANCES

- 23 changed job/work hours
- 24 moved to a different residence
- 25 save money
- 26 save time
- 27 parking costs were too high
- 28 tired of driving
- 29 reduce congestion/pollution
- 30 safety
- 31 no vehicle available
- 32 vehicle became available
- 33 others doing it (friends, coworkers, other people, etc.)
- 34 carpool/vanpool didn't work out
- 35 Other (SPECIFY) _____
- 36 Don't know/refused (SKIP TO INSTRUCTIONS BEFORE Q64)

IF Q59 = 1-22, SKIP TO Q63a

Q61 Was your decision to (MODE from Q27, Q28, Q29, Q30, Q31 Q34, or Q36) influenced by any information, service, or benefit provided by 1-87-RIDEFIND, by the _____ [Framework partner], by your employer, or by another organization that helps with ridesharing?

- 1 Yes (CONTINUE)
- 2 No (SKIP TO Q63a)
- 3 Don't remember/refused (SKIP TO Q63a)

Q62 What was the information, service or benefit? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 List of potential carpoolers, vanpool routes
- 2 N/A
- 3 Guaranteed Ride Home (GRH) program
- 4 Employer information/incentives/programs (SPECIFY) _____
- 5 Transit pass discount (MARTA)
- 6 Transit route/schedule information
- 7 Park & Ride lot map
- 8 Vanpooling assistance
- 9 Compressed work schedule assistance
- 10 Telework assistance
- 11 Parking fees
- 12 Rideshare ads
- 13 Shuttle from Train station to worksite
- 14 Cash for Commuters
- 15 Commuter Prizes
- 16 Carpool Rewards
- 17 Commuter Rewards
- 18 Other Cash incentive (SPECIFY) _____
- 19 Information on subsidized and/or reduced vanpool fares
- 20 Information on subsidized and/or reduced transit pass fares
- 21 TMA assistance (SPECIFY) _____
- 22 Clean Air Campaign assistance (SPECIFY) _____

- 23 Other (SPECIFY) _____
- 24 Don't know, refused

Q63a What were the reasons you did not continue using (MODE from Q27, Q28, Q29, Q30, Q31 Q34, or Q36)? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Too inconvenient
- 2 Cost too much
- 3 Took too much time
- 4 Safety concerns
- 5 Job changes - job, work site, or work schedule change
- 6 Need vehicle during or after work
- 7 Bus or rail schedule or route change
- 8 Vehicle became unavailable/unreliable
- 9 Moved home location
- 10 Didn't like pool partners
- 11 New/changes in employer program
- 12 Car became available
- 13 Car became unavailable
- 14 Employer not supportive
- 15 Other (specify) _____
- 16 Don't know

SATISFACTION

IF Q16 NE 1, 3-22 AND Q46 NE 1, 3-22 AND Q49 NE 1, 3-22 AND Q59 NE 1, 3-22 AND Q62 NE 1, 3-22, SKIP TO Q70

INSTRUCTIONS BEFORE Q64

Now, we are going to ask you questions about your satisfaction with the information or assistance you received. You mentioned that you received. (READ EACH OF THE FOLLOWING SERVICES THAT WAS REPORTED IN Q16, Q46, Q49, Q59, OR Q62. IF Q17 = 1, READ Q63a = 1 "list of potential carpoolers or vanpool routes")

- 1 List of potential carpoolers, vanpool route (matchlist)
- 2 N/A
- 3 Guaranteed Ride Home (GRH) program
- 4 Employer information/incentives/programs (SPECIFY) _____
- 5 Transit pass discount (MARTA)
- 6 Transit route/schedule information
- 7 Park & Ride lot map
- 8 Vanpooling assistance
- 9 Compressed work schedule assistance
- 10 Telework assistance
- 11 Parking fees
- 12 Rideshare ads
- 13 Shuttle from Train station to worksite
- 14 Cash for Commuters
- 15 Commuter Prizes
- 16 Carpool Rewards
- 17 Commuter Rewards
- 18 Other Cash incentive (SPECIFY) _____
- 19 Information on subsidized and/or reduced vanpool fares
- 20 Information on subsidized and/or reduced transit pass fares
- 21 TMA assistance (SPECIFY) _____
- 22 Clean Air Campaign assistance (SPECIFY) _____
- 23 Other (SPECIFY) _____

Q64 Who provided the information or assistance to you? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 1-87-RIDEFIND
- 2 Commute Connections
- 3 Employer
- 4 Clean Air Campaign
- 5 GRTA (Georgia Regional Transportation Authority)
- 6 TMA (specify)_____
- 7 Other (SPECIFY)_____
- 8 Don't know/don't remember

(ASK QUESTIONS Q64a – Q68 FOR EACH AGENCY LISTED IN Q64).

Q64a Overall, how satisfied were you with the information or assistance you received from _____[Q64]? Would you say you were . . .? (READ RESPONSES)

- 1 Very satisfied (SKIP TO Q67)
- 2 Somewhat satisfied (SKIP TO Q67)
- 3 Somewhat unsatisfied
- 4 Not satisfied

Q65 Why were you not satisfied with the assistance you received from _____[Q64]? (DO NOT READ; ALLOW MULTIPLE RESPONSES)

- 1 Did not receive any matches
- 2 Received too few matches
- 3 Unfriendly/unhelpful staff
- 4 Took too long to receive information, get a response
- 5 Information was not useful or not targeted to my needs
- 6 Matches did not fit my travel (ASK Q69)
- 7 Match names did not have valid phone number
- 8 People listed on match list did not want to carpool or add riders to their vanpool
- 9 No follow-up assistance
- 10 Was not able to access information/assistance by email/Internet
- 11 Did not receive transit information
- 12 Other (Specify _____)

Q66 Was there anything that pleased you about the assistance (from _____[Q64])? (DO NOT READ)

- 1 Yes (ASK Q67)
- 2 No (SKIP to Q68)

Q67 What pleased you about the assistance? (DO NOT READ; ALLOW MULTIPLE RESPONSES)

- 1 Nothing/Nothing pleased
- 2 Friendly/helpful staff
- 3 Received information quickly, quick response
- 4 Received personal attention to my commute/travel
- 5 Information was useful
- 6 Received new commuting ideas
- 7 Received additional/follow-up assistance

- 8 Was able to access information/assistance by email
- 9 Other (Specify _____)

Q68 In what ways could ____ [Q64] improve its assistance? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 No improvement needed
- 2 Friendlier/more helpful staff
- 3 Quicker response
- 4 More follow up assistance
- 5 Matches that fit travel better
- 6 Make sure matches have valid phone numbers
- 7 Make sure matches want to carpool or add riders to their vanpool
- 8 Provide more matches / names
- 9 Offer transit information
- 10 Offer information by email/Internet
- 11 Other (Specify _____)

IFQ65 = 6 OR Q68 = 5, ASK Q69, OTHERWISE, SKIP TO Q70

Q69 In what ways could the matches fit your travel schedule better? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

- 1 Closer match in work hours
- 2 Closer match in home location
- 3 Closer match in work location
- 4 Closer match in personal preferences
- 5 Closer match in number of days pooling
- 6 Other (Specify _____)

DEMOGRAPHICS

Q70 Finally, I have just a few more questions for background information only. Do you work for government, private industry, or a non-profit group or organization?

- 1 Federal government
- 2 State or local government
- 3 Private industry
- 4 Non-profit organization
- 5 Other, not sure (VOLUNTEERED) (Specify _____)
- 6 Refused (VOLUNTEERED)

Q71 About how many employees work at your worksite? Is it . . . (READ CHOICES)

- 1 1 – 25 employees
- 2 26-50
- 3 51-100
- 4 101-250
- 5 251-999
- 6 1,000 +
- 7 Don't know (VOLUNTEERED)
- 8 Refused (VOLUNTEERED)

Q72 Do you have a car available to you on a regular basis for your travel to work?

- 1 Yes

- 2 No
- 3 Available sometimes
- 4 Not sure (VOLUNTEERED)
- 5 Refused (VOLUNTEERED)

Q73 In which age group are you? (READ CHOICES)

- 1 18 – 24
- 2 25 – 29
- 3 30 – 34
- 4 35 – 39
- 5 40 – 44
- 6 45 – 49
- 7 50 – 54
- 8 55 – 59
- 9 60 - 64
- 10 65 – 69
- 11 70 – 74
- 12 75 and older
- 13 Refused (VOLUNTEERED)

Q74 Which of the following best describes your ethnic background. Is it . . . (READ CHOICES)

- 1 African American/Black American
- 2 American Indian/Native American
- 3 Asian American/Pacific Islander
- 4 Caucasian/White
- 5 Hispanic American/Latino
- 6 Other (VOLUNTEERED) (specify _____)
- 7 Refused (VOLUNTEERED)

Q75 And finally, which category includes your average household yearly income? Is it . . . (READ CHOICES)

- 1 Under \$10,000
- 2 \$10,000 but less than \$20,000
- 2 \$20,000 but less than \$30,000
- 3 \$30,000 but less than \$40,000
- 4 \$40,000 but less than \$50,000
- 5 \$50,000 but less than \$60,000
- 6 \$60,000 but less than \$70,000
- 7 \$70,000 but less than \$80,000
- 8 \$80,000 but less than \$90,000
- 9 \$90,000 but less than \$100,000
- 10 \$100,000 or more
- 11 Refused (VOLUNTEERED)

Thank you very much for your time and cooperation!

(DO NOT READ:)

Q76 Was person interviewed a male or female?

- 1 Male
- 2 Female